

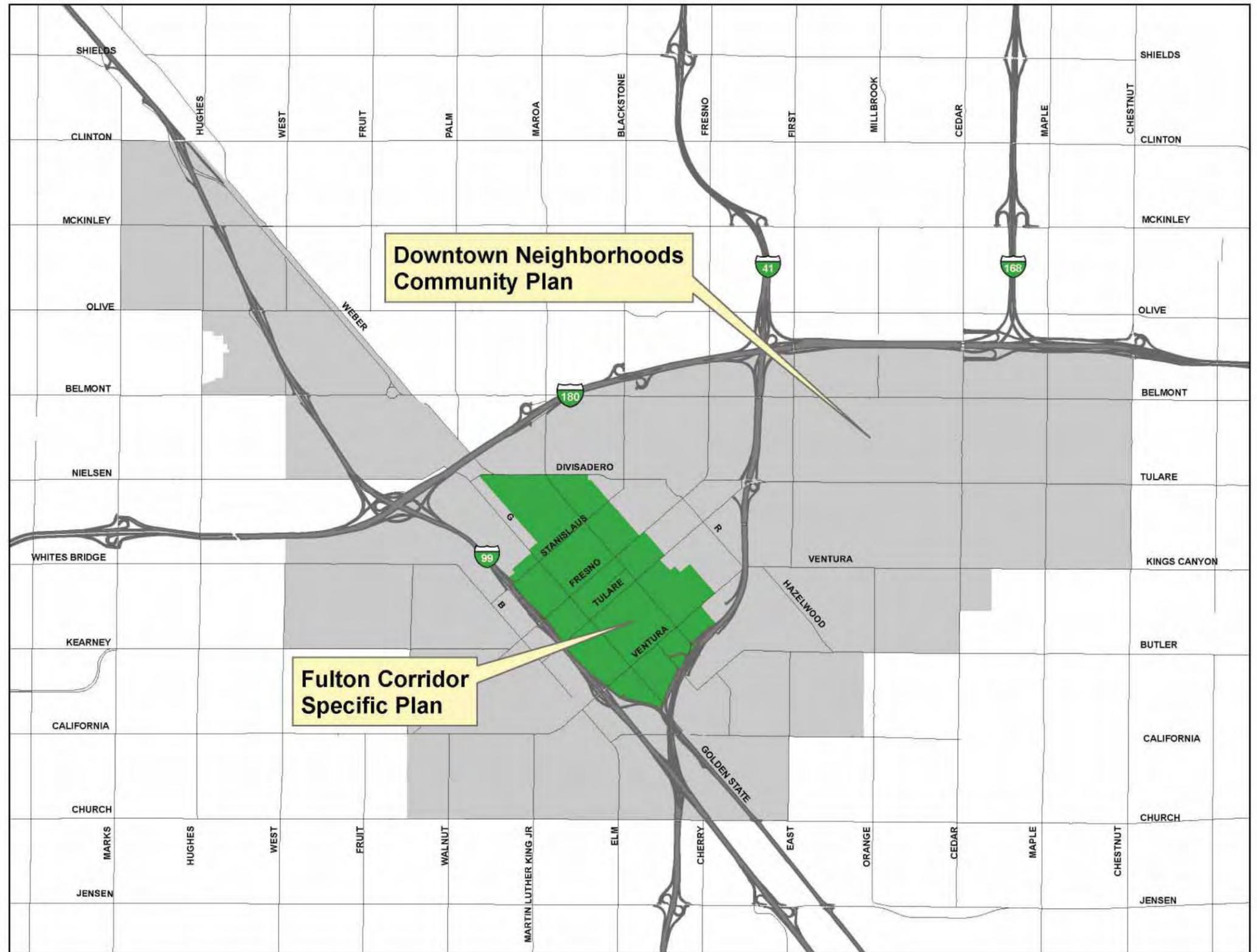


FRESNO, CALIFORNIA

Downtown Neighborhoods Community Plan

DRAFT CHARRETTE CATALOG OF DRAWINGS

PREPARED FOR CITY OF FRESNO, 26 MAY 2010



**Downtown Neighborhoods
Community Plan**

**Fulton Corridor
Specific Plan**

Plan Boundary Map The Downtown Community Neighborhoods charrette encompassed the area shown in gray. The area is generally bound by Golden State Boulevard and Highway 180 to the north, Chestnut Avenue to the west, Church Street to the south, Thorne Avenue and Southwest Avenue in the southwest, and Marks in the northwest.

Plan Boundary Map

DOWNTOWN NEIGHBORHOODS COMMUNITY PLAN

City of Fresno, California
Charrette Catalog of Drawings
21 May 2010

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This is not a draft of the Community Plan document. Rather, it is a catalog that contains all of the drawings, diagrams, maps, and preliminary policies that were presented on the final day of the charrette, Saturday, May 15th, 2010. Explanatory captions have been added to each drawing, diagram and map. This material will form the basis of the forthcoming Community Plan document. The Power Point presentations that were presented throughout the course of the week can be downloaded at: www.fresnodowntownplans.com/charrette-gallery



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Downtown Neighborhoods Community Plan Charrette

Day 1 - Monday, May 10th

On Day 1 the 20 person consultant team began translating the information collected over the past few months into transportation, economic development, historic preservation, landscape, open space, and new development policies. These consist of general policies that apply to the entire plan area as well as specific policies that are tailored to each portion of the plan area: Jane Addams, Southwest Fresno, Southeast Fresno, Lowell, Jefferson, and Downtown.

During the lunchtime presentation, the consultant team presented the basics of Form Based Coding to over 75 members of the community.

Day 2 - Tuesday, May 11th

On Day 2, the team developed landscape and transportation recommendations and continued to refine the neighborhood by neighborhood

policies. During the lunchtime presentation the Transportation team presented the basics of creating streets that accommodate a variety of users including cars, buses, bicycles, and pedestrians; methods of reducing distances traveled by car, and ways of increasing retail activity by slowing vehicular traffic down.

During the evening public presentation, the team presented preliminary landscape and transportation interventions for the plan area. The landscape recommendations included ways of expanding access to open space by opening up school yards on the weekends, restructuring water basins to become open spaces, and introducing new parks within the Plan area. The recommendations also included a street planting strategy intended to differentiate neighborhoods, districts, and corridors by introducing different and unique street tree species within each.

Transportation interventions and recommendations included road-diets,

one-way to two-way conversions, and primary and secondary transit corridor designations.

Day 3 - Wednesday, May 12th

The evening proceedings consisted of an introduction to the preliminary policy recommendations for the plan area's districts and neighborhoods (Jane Addams, Southwest Fresno, Southeast Fresno, Lowell, Jefferson, Downtown, and the South Van Ness Industrial District), breakout discussions for each of the plan area's districts and neighborhoods, and an overview of the current economic conditions of Fresno and the plan area. During the breakout sessions over 75 members of the public were given the opportunity to comment on the design team's policy recommendations, as well as to add new ones.

Day 4 - Thursday, May 13th

On day 4 the team incorporated the input gained from the previous evening's break-out sessions and

provided community members with the opportunity to vote for the policies and interventions they believed were most important by placing colored stickers next to the policies that were most important to them. The team also showed the community a series of photos of the plan area's streets and buildings in order to gain an understanding of what the community likes about their neighborhoods and did not like, what they would like to see stay the same and what they would like to see change.

The team also presented preliminary implementation strategies for Downtown and the surrounding neighborhoods. For Downtown, key strategies included concentrating investment and reusing existing buildings in two primary areas: near the Chukchansi ballpark at Fulton and Kern and in the Cultural Arts district. For the neighborhoods, strategies include building mixed-use nodes around limited retail and small-scale services such as a day care center, a library, or a health clinic.

Day 5 - Friday, May 14th

On Day 5 the team continued to define the Plan area policies based upon input from the community, and developed illustrative examples of how these policies could be manifested. The Landscape Architect presented the benefits and advantages of street trees and of utilizing sustainable storm water management strategies. Key advantages of street trees include: they define the space of the street especially in cases where buildings are far apart or where buildings are missing such as streets with many vacant lots or parking lots; they slow traffic down and protect pedestrians; they filter the air and provide shade; they define community character.

Day 6 - Saturday, May 15th

On Day 6, the project team presented the policies and interventions that had been developed, with community input, over the course of the previous week.

The presentation began with a Power Point that summarized the week's processes and outcomes, laid out preliminary policies, and described the next steps for the Downtown Neighborhood Community Plan.

This was followed by an open forum that provided the community with the opportunity to discuss economics, infrastructure, historic resources, transportation, landscape, and open space strategies and policies with the consultant team.

The final presentation ended with breakout sessions organized according to the six Plan areas, in which participants prioritized the policies that were generated over the course of the week.





Existing condition of Belmont Avenue



Plant canopy trees on the sidewalk and within the median



Widen sidewalks, remove one travel lane in each direction, stripe bike lanes



Construct mixed use multi-story buildings that front Belmont



Add street lighting



Construct buildings that have active storefronts and attract pedestrians

Belmont Avenue Transformation This photo transformation shows how a very wide, completely automobile-oriented corridor such as Belmont Avenue at Cedar Avenue can be transformed into a pedestrian-friendly, mixed-use neighborhood center by removing one automobile lane and replacing it with a bike lane and a wider sidewalk, introducing trees, pedestrian-scaled street lighting, and active storefronts.

Photo Transformation of Belmont Avenue at Cedar Avenue



Existing condition of Fresno Street at Belmont Avenue



Reduce Fresno Street to one lane in each directions and construct more mixed use multi-story buildings



Install lighting and plant street trees



Continue buildings with active storefronts and neighborhood serving retail

Fresno Street Transformation These photos demonstrate how the historically pedestrian-oriented corner of Fresno Street and Belmont Avenue can be transformed into a multi-modal, pedestrian-friendly environment. Interventions such as restriping the travel lanes, introducing sidewalk bulbout and canopy street trees, and orienting shopfronts towards the sidewalk create a safer environment for pedestrians.



Existing condition of M Street downtown at Stanislaus Street



Construct mixed use multi-story buildings up to the sidewalk



Change M Street from one way to two way travel, and add bike lanes



Plant canopy street trees, which inherently calm traffic



Install human scale street lighting

***M Street Transformation** These photos of M Street near Stanislaus Street demonstrates how a one-way, 3-lane street can be transformed to a two-way street with dedicated bike lanes simply for the cost of restriping. Further, improvements such as pedestrian-scaled street lights, street trees, and active storefronts transform a street that currently encourages drivers to pass on through, into a place that people would want to stop and shop. This proposed solution also contributes to overall connectivity and encourages automobiles to slow down.*



Existing condition of south Fresno Street



Plant canopy trees in the median



Construct a wide median and street lighting, reduce traffic to one lane on each side, and add bike lanes



Construct housing of multiple scales and types



Plant canopy street trees for shade and traffic calming

South Fresno Street Transformation
 These photos demonstrate how Fresno Street near Irwin Avenue, a wide, car-dominated thoroughfare, lined by single family residential dwellings can be transformed into a grand parkway, similar to Huntington Boulevard. The existing right of way, coupled with relatively low traffic volumes, can easily accommodate a wide planted median and bike lanes. Canopy trees help give form to the street, as well as provide shade. Pedestrian-scaled light posts provide lighting that is more in scale and character to the single family residences that face the street. Finally, infilling the vacant lots with houses complete the transformation.

Photo Transformation of south Fresno Street



Preliminary Neighborhood-Wide Policies

Infill vacant land and subdivide large parcels into walkable blocks.	7
Enable neighborhood governance in order to ensure plan implementation occurs.	3
Enable proactive code enforcement.	7
Distribute homeless and housing services throughout the entire City of Fresno and surrounding region.	8
Maintain existing street trees and introduce new ones where they are missing.	7
Create neighborhood/district/corridor identity by assigning particular street tree types to certain neighborhoods.	
Promote a greater proportion of owner-occupied dwellings, including using Neighborhood Stabilization Program grants to purchase housing.	6
Transform corridors into thoroughfares that accommodate bikes, pedestrians, autos, and transit.	7

Introduce joint use agreements between School District and City in order to expand access to recreation and open space.	5
Calibrate code to avoid proximity of incompatible buildings and uses.	2
Introduce neighborhood serving retail, banks, and services in order to keep resources within the neighborhood.	7
Enable urban agriculture on an interim and permanent basis.	7
Promote and enable economic development.	7
Design buildings that provide “eyes on the street” and alleys and are oriented towards pedestrians..	11
Require design review to ensure buildings promote good neighborhood form.	4
Outreach to banks and businesses to promote investment in the area.	5
Provide training opportunities in the trades and encourage the public and private sector to hire locally.	11
Provide adequate fencing to contain domestic animals.	2
Transform alleys into clean, safe places or allow for their conversion to alternative uses such as community gardens, walking trails, or transferring them to adjacent property owners.	6
Celebrate and showcase Fresno’s agricultural heritage	4
Introduce Design Review Committees at neighborhood/district level.	6
Make Slumlords accountable	8
Smaller schools and better staffing	10
Add signage and façade improvements to improve aesthetic and economic performance of businesses	
Close Alleys	

On this and the following pages, are the preliminary Community Plan policies that were generated and reviewed over the course of the charrette with substantial input from the community. The policies are broken down into general policies, which apply to the entire Community Plan area, and specific policies which identify issues, opportunities, and interventions that are particular to the Plan area’s neighborhoods and districts: Jane Addams, Southwest, Lowell, Jefferson, Southeast, Downtown, and South Van Ness.

Community members attending the Day 3 evening presentations were each given five dots to place next to the preliminary policies that were most important to them. Residents were also free to add to the lists issues and/or policies that they believe should be added. These additions are shown in red text.

On Day 6, during the final presentation’s neighborhood-by-neighborhood breakout sessions, community members were asked to identify the six neighborhood policies that were the most important to them. A representative from each breakout group then presented the list of most important neighborhood policies to all in attendance. This list is shown adjacent to each neighborhood policy list.



Preliminary Jane Addams Policies

Transform, reuse, and refurbish motels adjacent to freeway and along Olive Avenue.	19
Introduce curbs, gutters, and sidewalks where appropriate.	1
Coordinate building intensification with access to transportation on principal corridors: Clinton Avenue, McKinley Avenue, Olive Avenue, Golden State Boulevard, Weber Avenue, Belmont Avenue.	
Create safe, well-lit, walkable streets with an emphasis on crossings to schools.	1
Introduce freeway crossings, especially between Jane Addams neighborhood and Roeding Park.	2
Revitalize Roeding Park.	2
Provide better pedestrian connections to Roeding Park, including across Belmont Avenue, Olive Avenue, and across the railroad tracks at Dennet Avenue.	3

Introduce green space, including transforming ponding basin at Belmont Circle to green space.	1
Introduce social services.	3
Enable seamless annexation of appropriate County islands.	
Introduce civic uses such as community center, and recreation center with gym and pool.	4
Mitigate interface between adjacent incompatible uses (such as introducing green barriers between industrial uses and schools).	
Install security cameras	

TOP PRIORITIES

1. Enable proactive code enforcement and hold slumlords accountable.
2. Distribute homeless and housing services throughout the entire City of Fresno and surrounding region.
3. Transform, reuse, and refurbish motels adjacent to freeway and along Olive Avenue.
4. Provide better pedestrian connections to Roeding Park, including across Belmont Avenue, Olive Avenue, and across the railroad tracks at Dennet Avenue.
5. Introduce neighborhood serving retail, banks, and other services i.e. social services in order to keep resources within the neighborhood.
6. Introduce civic uses such as a community center, and recreation center with a gym and pool.



Jane Addams Neighborhood Vision
This aerial view shows the transformation of a number of the dilapidated motels along Parkway Drive into neighborhood- and highway-serving retail. The vacant teardrop-shaped parcel bounded by Parkview Drive, Warren Avenue, and Thomas Avenue is infilled with a neighborhood park and community center. Housing is introduced on the vacant parcels. Finally, a pedestrian bridge is introduced across Highway 99 to Roeding Park.



Preliminary Southwest Policies

Enable traditional neighborhood development – not projects.	6
Introduce middle income infill housing in traditional development building patterns	5
Introduce schools and continuing education programs.	3
Introduce civic uses such as a library, community center, and recreation center with pool.	4
Implement infrastructure improvements.	6
Introduce curbs, gutters, and sidewalks in missing locations on a regular program basis and equitably with rest of city.	3
Introduce traffic-calming measures, not including speed bumps, and proper wayfinding signage	9

Reestablish connectivity of grid.	1
Provide access to sports facilities, playing fields, open space	6
Provide social services.	3
Enable proactive code enforcement.	6
Enable seamless annexation of County islands where appropriate.	2
Attend to abandoned buildings and lots.	6
Extend project boundaries south to North Street.	
Improve access to, staffing, and quality of local schools.	6
Provide transit alternatives to access schools.	1
Provide access to lead-abatement free services.	2
Consider the redevelopment of Chinatown as the downtown of the southwest neighborhoods.	
Install security cameras	12
Hold slumlords accountable	
Community-wide notification about planning and development	
Appropriate redevelopment	

TOP PRIORITIES

1. Stop inappropriate redevelopment.
2. Training, local hiring and bank outreach.
3. Code enforcement.
4. Neighborhood governance and community-wide notification.
5. Middle income housing (no low income housing).
6. Keep traffic flowing smoothly on Fresno Street.



Southwest Neighborhood Vision
This aerial view envisions Elm Street as a neighborhood 'Main Street' with neighborhood-serving retail and services - amenities that are seriously lacking in the southwest neighborhoods. A widened center median planted with trees and the introduction of on-street parking help to slow traffic speeds, transform the street into a grand boulevard, and provides on-street parking for the neighborhood-serving uses. Connecting disconnected streets (such as Geneva Avenue and Bellgravia Avenue) and subdividing large vacant parcels for additional housing complete the broken neighborhood fabric on both sides of Elm Street.



Preliminary Lowell Policies

Transform Lowell into an attractive, mixed-income historic neighborhood adjacent to the city center.	2
Preserve, refurbish, and reuse historic resources.	2
Infill vacant parcels with new buildings that are compatible with existing buildings.	2
Introduce granny flats.	
On neighborhood streets, mandate that lots currently occupied by single family lots stay as single family lots and that new multi-family buildings be designed to be single-family compatible.	2
Introduce mixed-use buildings and commercial lofts along Divisadero Street and Blackstone Avenue.	
Enable proactive code enforcement, especially the proper maintenance of multi-family buildings and the illegal conversion of existing buildings.	

Transform alleys into clean, safe places.	1
Transform Fulton Street and Van Ness Avenue from one-way to two-way streets.	
Put a moratorium on social services and boarding houses until neighborhood is more stable.	2
Build a community garden on McKenzie at San Pablo	

TOP PRIORITIES

1. Hold slumlords accountable and address boarding house conditions
2. Introduce joint use agreements between School District and City in order to expand access to recreation and open space.
3. Transform corridors into thoroughfares that accommodate bikes, pedestrians, autos, and transit. Maintain existing trees and introduce new ones where they are missing.
4. Promote a greater proportion of owner-occupied dwellings.
5. Preserve, refurbish, and reuse historic resources.
6. Promote and enable economic development through small businesses & job training.
7. Require design review to ensure buildings promote good neighborhood form and provide mixed-use opportunities.



Lowell Neighborhood Vision This aerial view in the Lowell neighborhood envisions a neighborhoods center along Divisadero Street at Van Ness Avenue and Fulton Street. Mixed-use buildings that accommodate neighborhood-serving retail and services, including a co-op grocery store are introduced. Van Ness Avenue and Fulton Street are changed from one way to two way streets in order to improve north and south connectivity. House scale duplexes, triplexes, and quadplexes infill the neighborhood's vacant parcels.



Preliminary Jefferson Policies

Transform Jefferson into an attractive, mixed-income historic neighborhood adjacent to the city center.	3
Preserve, refurbish, and reuse historic resources.	
Infill vacant parcels with new buildings that are compatible with existing buildings.	
Infill vacant lots along Abby Street, Fresno Street, Divisadero Street, and Belmont Avenue with mixed-use buildings.	
Transform Fulton Street and Van Ness Avenue from one-way to two-way streets.	
Ensure McKenzie Avenue provides a well-formed bridge between the Jefferson Neighborhood and the Community Hospital.	
Create a Hospital/neighborhood partnership – housing; employment, neighborhood quality, infrastructure improvement.	4

Develop the intersection of Belmont Avenue and Fresno Street as the center of Jefferson Neighborhood.	4
Introduce “granny flats.”	
Put a moratorium on social services and boarding houses until neighborhood becomes more stable.	
Introduce mixed income housing near Community Memorial Hospital.	
Create safe routes to schools.	
Provide safer pedestrian crossings across Divisadero Street.	
Make slumlords accountable	1
Build a large scale development as a transit station that ties into the hospital	
Left turn arrows at Fresno and McKenzie	
Community hospital expansion and eminent domain	

TOP PRIORITIES

1. Transform Jefferson into an attractive, mixed-income historic neighborhood adjacent to the city center.
2. Preserve, refurbish, and reuse historic resources including the refurbishing of apartment buildings.
3. Transform alleys into clean, safe places which includes surveillance to prevent crime.
4. Provide adequate fencing to contain domestic animals.
5. Ensure traffic calming elements including the introduction of street lighting at Fresno Street and McKenzie.
6. Design buildings that provide "eyes on the street." i.e. more windows and porches
7. Hold landlords accountable.
8. Enable proactive code enforcement and promote harsher consequences of violations i.e. graffiti and containment of domestic animals.



Jefferson Neighborhood Vision This aerial view shows how the intersection of Fresno Street and Belmont Avenue can be transformed into the Jefferson neighborhood's center. This includes traffic calming Fresno Street and Belmont Avenue by introducing pedestrian friendly amenities, and infilling with multi-story, mixed-use buildings with parking behind.



Preliminary Southeast Policies

Introduce infill buildings along principal corridors in order to revive the corridors, especially Belmont Avenue, Tulare Avenue, Kings Canyon Road, and Belmont Avenue.	2
Create more-intense mixed-use nodes along key portions of the corridors.	2
Renovate building facades along Belmont Avenue where appropriate.	2
Introduce a police substation.	
Designate Kings Canyon as a Bus Rapid Transit route.	1
Introduce traffic calming measures and enhance pedestrian safety along principal east-west and north-south corridors.	2
Introduce planted medians to slow traffic and facilitate pedestrian crossings.	5

Transform corridors into thoroughfares that accommodate bikes, pedestrians, autos, and transit.	2
Place above ground utilities underground.	2
Create a safe and inviting pedestrian environment by providing sufficient lighting, requiring proper landscape maintenance, and introducing street furniture at neighborhood centers.	
Provide safe and accessible routes to schools, including introducing sidewalks along Tulare Avenue between Cedar Avenue and 6 th Street.	6
Prioritize pedestrian connections between civic uses (schools, clubs, etc.). Prioritize Cedar Avenue as location for a pedestrian corridor.	
Create joint-use agreement between the Fairgrounds and the City in order to provide additional recreational/open space access or introduce a pedestrian/running/bike path around the Fairground's perimeter.	2
Provide designated area for controlled graffiti/murals.	1
Provide access to open space, especially to Mosqueda Center from neighborhoods to the east and west.	2
Enable code enforcement especially front yard maintenance and provide incentives for property owners to maintain their property.	2
Increase access to transit.	3
Use the Fairgrounds year round.	2
Celebrate ethnic diversity.	
Concern about vacant land at 8 th and Ventura	
Road diet at Tulare and Sierra Vista (School area)	
Improve transit on Butler (wait times)	

TOP PRIORITIES

1. Transform corridors into thoroughfares that accommodate bikes, pedestrians, autos, and transit. Increase access to transit.
2. Introduce traffic calming measures and enhance pedestrian safety along principal east-west and north-south corridors.
3. Design buildings that provide "eyes on the street" and Create a safe pedestrian environment by providing sufficient lighting and proper landscape maintenance.
4. Provide safe and accessible routes to schools, including introducing side walks along Tulare Avenue between Cedar Avenue and 6th Street.
5. Transform alleys into clean, safe places or allow for their conversion to alternative uses such as community gardens, walking trails, or transferring to adjacent property owners.
6. Enable proactive code enforcement especially front yard maintenance and provide incentives for property owners to maintain their property.
7. Introduce planted medians to slow traffic and facilitate pedestrian crossings.



Southeast Neighborhood Vision This aerial view shows how the area around Belmont Avenue and Sixth Street can be transformed into a neighborhood center adjacent to Miguel Hidalgo Elementary School. Millbrook Avenue, which currently connects Sixth Street and Seventh Street is vacated, and replaced with a new community center. The existing automobile-oriented retail buildings are replaced with pedestrian-oriented buildings that would accommodate neighborhood-serving retail. An existing stormwater holding basing at the top right of the aerial could be placed underground in order to accommodate a neighborhood park. Traffic calming and safe pedestrian crossings/ routes are proposed and a joint-use program between the school district and City of Fresno is recommended so that the fields can be used after school and on the weekends.

TOP PRIORITIES

1. Revitalize the Fulton Mall.
2. Transform Downtown into a clean and safe multi-use district that provides a variety housing opportunities.
3. Promote walkability and create streets that accommodate bikes, automobiles, and transit.
4. Restore the street grid and turn Stanislaus, Tuolumne, P, M, N into a 2-way Streets.
5. Preserve historic resources/promote adaptive reuse.
6. Infill compatibility with existing buildings and Promote local, sustainable building forms and places.
7. Introduce streetscape, open space improvements, recreation space in Downtown and roof top gardens.
8. Create a seamless connection between the High Speed Rail station and Downtown, and share parking between the two.



Preliminary Downtown Policies

Revitalize the Fulton Mall.	6
Transform Downtown into a clean and safe mixed-use district that provides entertainment, nightlife, theaters, and a variety OF housing opportunities and retail.	5
Promote walkability and create streets that accommodate bikes, automobiles, and transit.	9
Restore the street grid and turn Stanislaus, Tuolumne, P, M, N into a 2-way Streets	5
Determine bus and street car transit corridors.	1
Eliminate underpass beneath Van Ness Avenue at Mariposa Street and restore surface crossing.	2
Establish Downtown development priorities.	4
Preserve historic resources/promote adaptive reuse (listed and contributing).	5

Infill compatibly with existing buildings and sustainability. Build on the best of downtown architecture and complement the sense of place.	8
Consolidate the civic center.	1
Prohibit additional street or alley vacations.	2
Create a seamless connection between the High Speed Rail station and Downtown share parking between the two.	7
Introduce streetscape and open space improvements. Greener streetscapes	3
Design homeless housing and services into discreet, small-scale buildings, that blend into the surrounding context.	1
Introduce schools or colleges.	2
Introduce green open and recreation space in Downtown and encourage roof top gardens.	3
Create transit zones that charge different rates based upon proximity to Downtown (perhaps no charge in Downtown or charge no fee for incoming buses).	
Introduce electronic billboards advertising events that are occurring Downtown.	2
Introduce bus transit through Chinatown.	1
Utilize existing Measure C New Technology Fund to facilitate building a new technology transit network to serve downtown	
How do Lowell/ Jefferson residents plan for hospital expansion?	
Parking	



Preliminary South Van Ness Industrial Policies

Introduce “urban-focused” architectural guidelines that reinforce the industrial character of this district.	2
Upgrade infrastructure, especially sewer and water.	
Designate light industrial uses in western portion and heavy industrial in eastern portion.	
Establish proper truck delivery routes 500’ from sensitive sites	
Establish connectivity to Downtown and Church Avenue.	1
Design homeless housing and services into discreet, small-scale buildings that blend into the surrounding context.	1
Introduce mix of uses such as housing and live-work	1

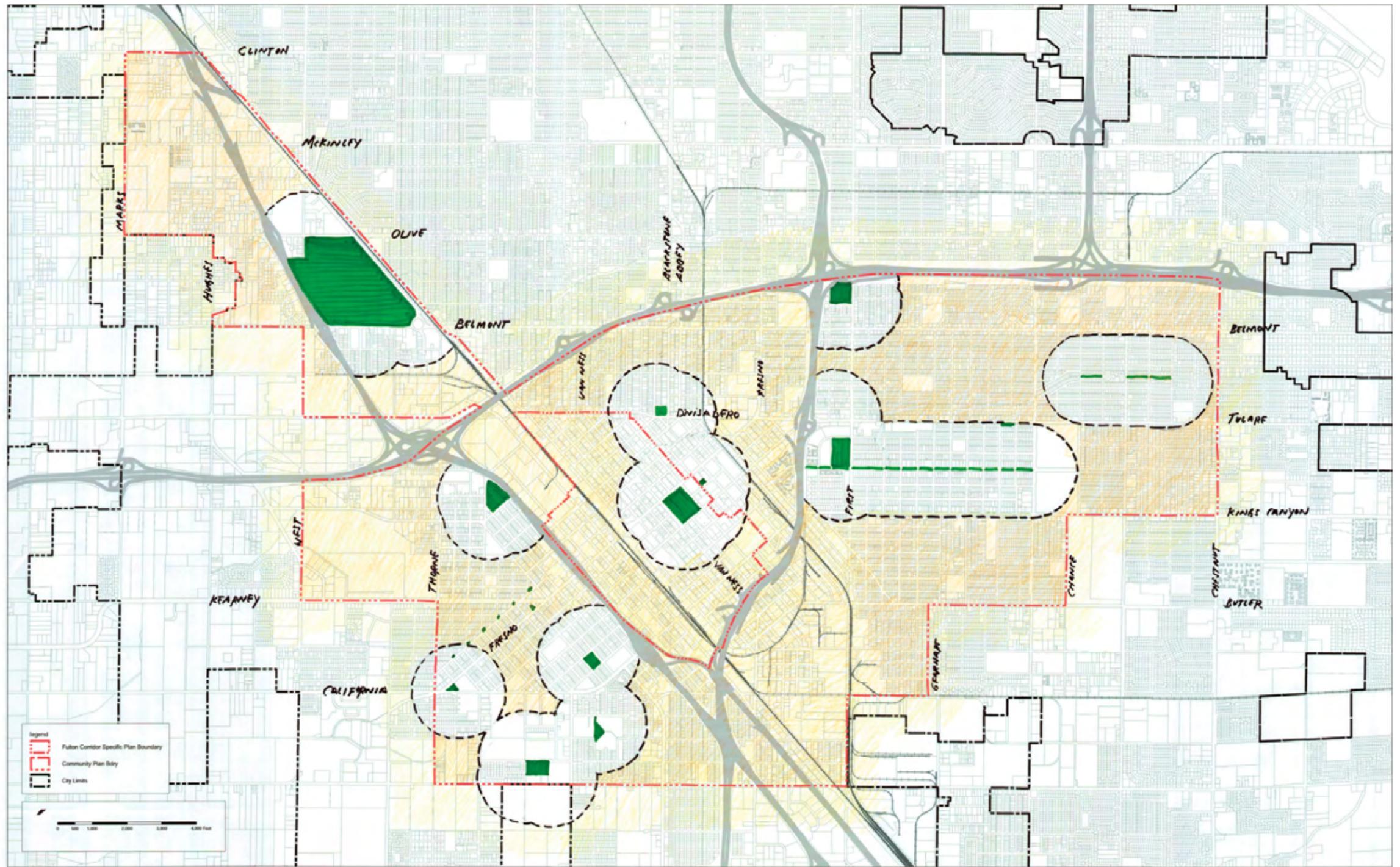
Introduce traffic-calming measures	
Transform alleys into clean, well-lit places.	

TOP PRIORITIES

1. Introduce "urban-focused" architectural guidelines that reinforce the industrial character of this district.
2. Preserve, refurbish, and reuse historic resources.
3. Establish proper truck delivery routes away from sensitive sites.
4. Establish connectivity to Downtown and Church Avenue.
5. Design homeless housing and services into discreet, small-scale buildings, that blend into the surrounding context.
6. Introduce a mix of uses such as housing and live-work.



South Van Ness Industrial Neighborhood Vision This aerial view envisions the preservation of the relatively low-scale industrial character of the South Van Ness Industrial area. Street trees and angled parking, and infill buildings capable of accommodating a variety of uses - including housing, live/work - are introduced.

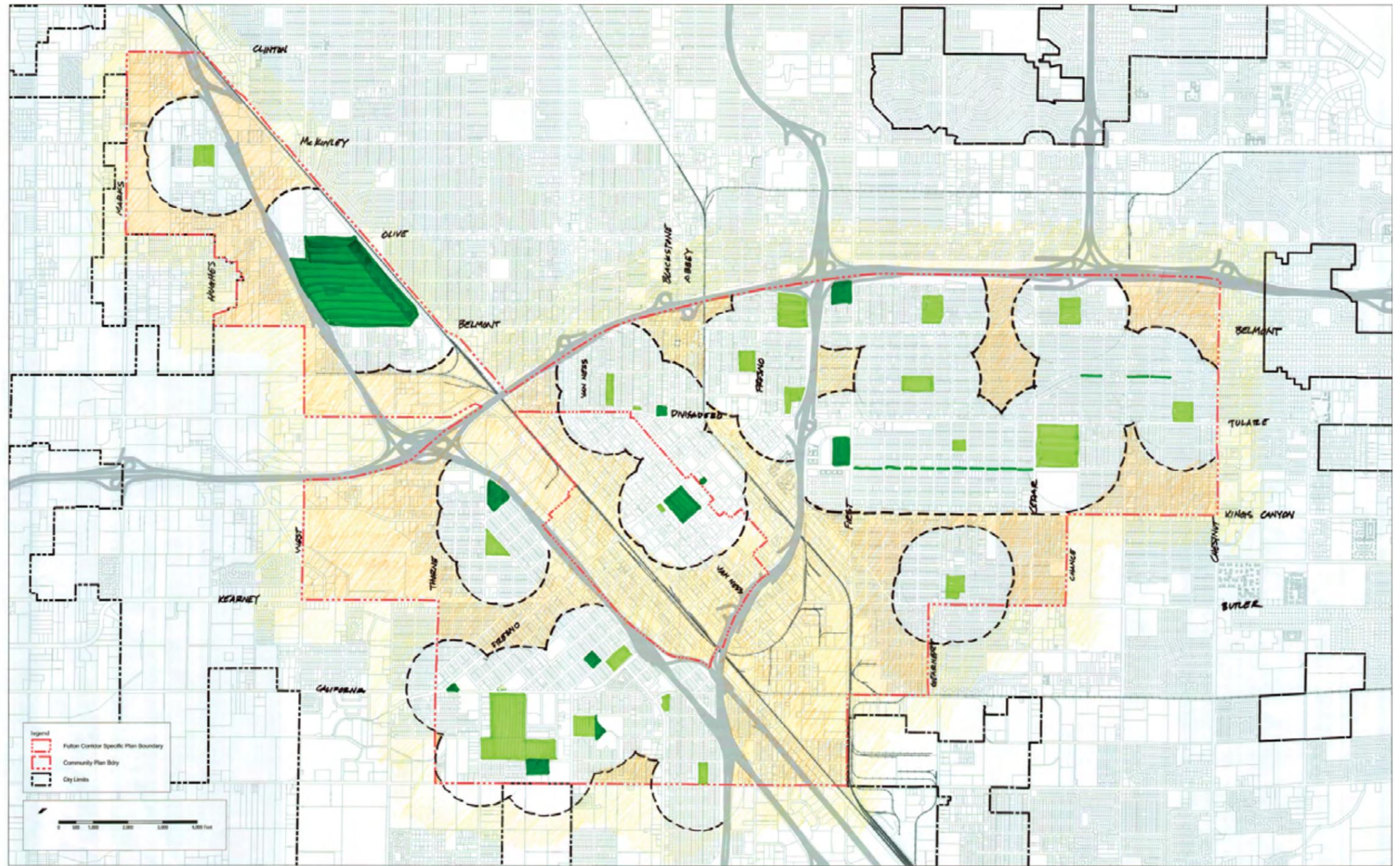


Existing Open Space Access This diagram shows the areas that are within a quarter mile or 5-minute walk of existing parks. Note that accessibility to these places is hampered by obstructions in the urban fabric, such as the freeways and railroad tracks, that impede pedestrian traffic.

Pedestrian access to parks should be based on the needs and capabilities of their citizens. Fresno population data suggests a very young and aging demographic group that is best served by amenities that are within walking distance, e.g. within a quarter mile. This pedestrian-friendly distance encourages increased use and fosters important social interaction with neighbors at playgrounds, picnics, pickup games, evening strolls, and neighborhood festivals. Moreover, walkable destinations demonstrate an increase in people's physical fitness and good health.

Legend
 Green areas = Existing Parks
 White area dashed outlined = Quarter Mile Pedestrian Shed
 Yellow Areas = Under Served Park Access

**OPEN SPACE ACCESS
 EXISTING PARKS**



Open Space Access Accessibility to parks is greatly improved by developing joint-use agreements with the Fresno Unified School District to share school fields, playgrounds, gyms, auditoriums, and aquatic facilities. Properly staffed by the parks department, these additional facilities can increase the amount of park amenities without the purchase and development of redundant park facilities.

*Legend
 Green areas = Existing Parks
 Light Green = Existing School Facilities
 White area dashed outlined = Quarter Mile Pedestrian Shed
 Yellow Areas = Under Served Park Access*

**OPEN SPACE ACCESS
 EXISTING PARKS + SCHOOLS**



Open Space Access This diagram explores the use of current vacant land and drainage basins to increase the amount of parks that are within walking distance of local residences. The transformation of these pieces of land into parks can be phased over time.

- Legend*
- Green areas = Existing Parks
 - Light Green = Existing School Facilities
 - Dark Green = Holding Basin
 - Light Green outline in red = New park
 - White area dashed outlined = Quarter Mile Pedestrian Shed
 - Yellow Areas = Under Served Park Access



*Perspective view of a Community Garden
Vacant parcels create the opportunity for
residents to grow their own food and to
mingle with neighbors.*



Existing condition of the neighborhood green



Perspective view of a transformed Neighborhood Park. An existing neighborhood green and former trolley right of way along McKenzie Avenue can be transformed into a usable park simply by introducing trees.

Landscape Character This diagram shows the six neighborhood areas within the community plan boundary. It suggests that these neighborhood areas be assigned their own unique landscape character in order to generate a more discernible sense of place and create neighborhood pride.

To improve the environment of these areas, the plans recommends suggests 50% landscape canopy cover to reduce heat gain from pavements, remove pollutants from the air, reduce the ambient air temperature by 5-10 degrees, and improve the walkable nature of the neighborhoods. In addition, evergreen trees should only be allowed on north/ south running streets in order to not interfere with the southern sun exposure during the colder months of the year.

The streets identified in this diagram are important in conveying neighborhood landscape character, developing entries into downtown, and reinforcing the road diet concepts prescribed by the transportation engineers. Belmont Avenue runs through many neighborhoods, and accordingly it's street landscape character should change as it moves from neighborhood to neighborhood. H Street, Van Ness Avenue, Blackstone Avenue, Abby Street, and Fresno Street lead to downtown and should have a landscape character that is unique too. First Street, Cedar Avenue, and Chestnut Avenue are important north/ south running streets that should have a differing landscape character that is reflective of the adjacent residential neighborhoods.

Neighborhood Concepts:

Jane Addams: is roughly bounded by Divisadero Street, Clinton Avenue, Old Golden State Boulevard, and Marks Avenue. Its recommended community landscape character is defined by large and park-like street trees closely identified with Roeding Park, interspersed with flowering trees to add diversity in the urban forest. Urban agriculture, and community gardens are encouraged due to the proximity to agricultural lands.

China Town: is roughly bounded by the 99 Freeway, Stanislaus Street, Railroad and Old Golden State Boulevard. Its recommended landscape character is defined by street trees of Asian origin with Ginkgo tree on most important streets. Since the streets are laid out according to the railroad grid, all the trees should be deciduous to take advantage of the winter southern exposure.

Chandler Airport Area: is roughly bounded by Thorne Avenue, Highway 180, Merced Street, and A Street. Its recommended community landscape character is defined by street trees like those found on Kearney Boulevard and by rural trees like those that line California

Avenue. Urban agriculture and community gardens are encouraged due to the proximity to agricultural lands.

Westside Fresno: is roughly bounded by Merced Street, A street, California Avenue, and Highway 99. Its recommended community landscape character is defined by large canopy, shade-producing street trees on neighborhood streets with flowering trees and vertical trees on important streets. Since the streets are laid out according to the railroad grid, all the trees should be deciduous to take advantage of the winter southern exposure.

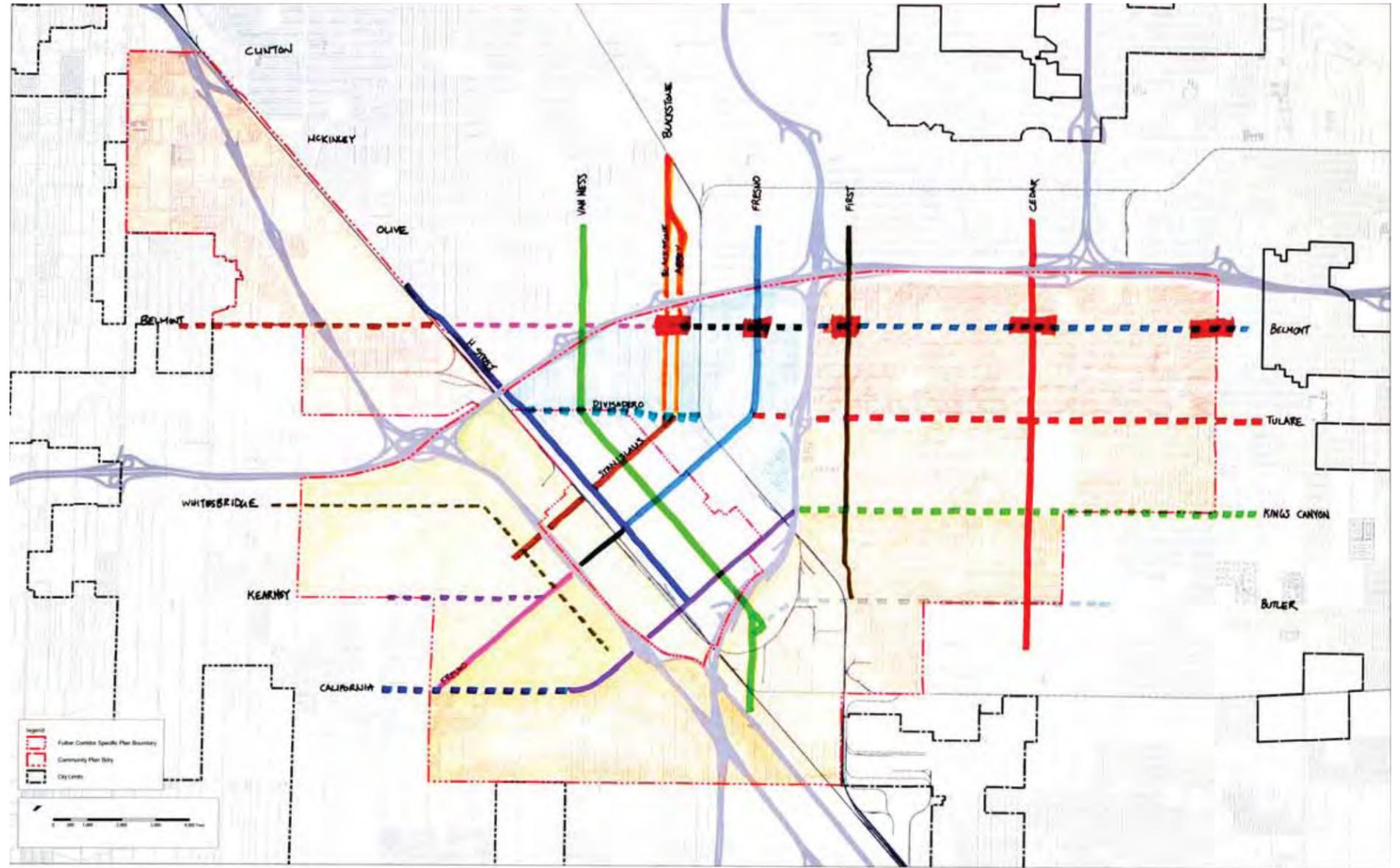
Westside Fresno South of California Avenue: Is roughly bounded by Thorne Avenue, California Avenue, Church Avenue, and Highways 41 and 99. Its recommended community landscape character consists of large canopy, shade-producing street trees. Streets in this area are based on the Jeffersonian grid and have the flexibility to use either evergreen or deciduous trees on the north and south streets.

Lowell: is roughly bounded by Highway 180, Divisadero Street, and Blackstone Avenue. Its recommended community landscape character consists of street trees identified with agricultural uses and stately large canopy trees already existing in the neighborhood. Urban agriculture and community gardens are encouraged. These streets are laid out according to the Jeffersonian grid and have the flexibility to be planted with evergreen and/or deciduous trees on the north/ south running streets.

Jefferson: is roughly bounded by Highway 180, Divisadero Street, Blackstone Avenue, and Highway 41. Its recommended community landscape character is derived from the stately large-canopy, shade-producing trees already existing in the neighborhood. The landscape character is enhanced by the planting of flowering trees and vertical trees on important streets such as Blackstone Avenue and Abby Street.

South East Belmont Street: is roughly bounded by Highway 180, Highway 41, Tulare Avenue, and Chestnut Avenue. Its recommended community landscape character consists of large-canopy, shade-producing trees on neighborhood streets with planting of flowering trees and vertical trees on important streets. The stately palms existing on Belmont Avenue should be salvaged and relocated to medians of key neighborhood center intersections to accent these nodes.

The South East Huntington Boulevard District: is roughly bounded by Highway 41, Tulare Avenue, Ventura Avenue, and Chestnut Avenue. Its recommended community landscape character is derived by the

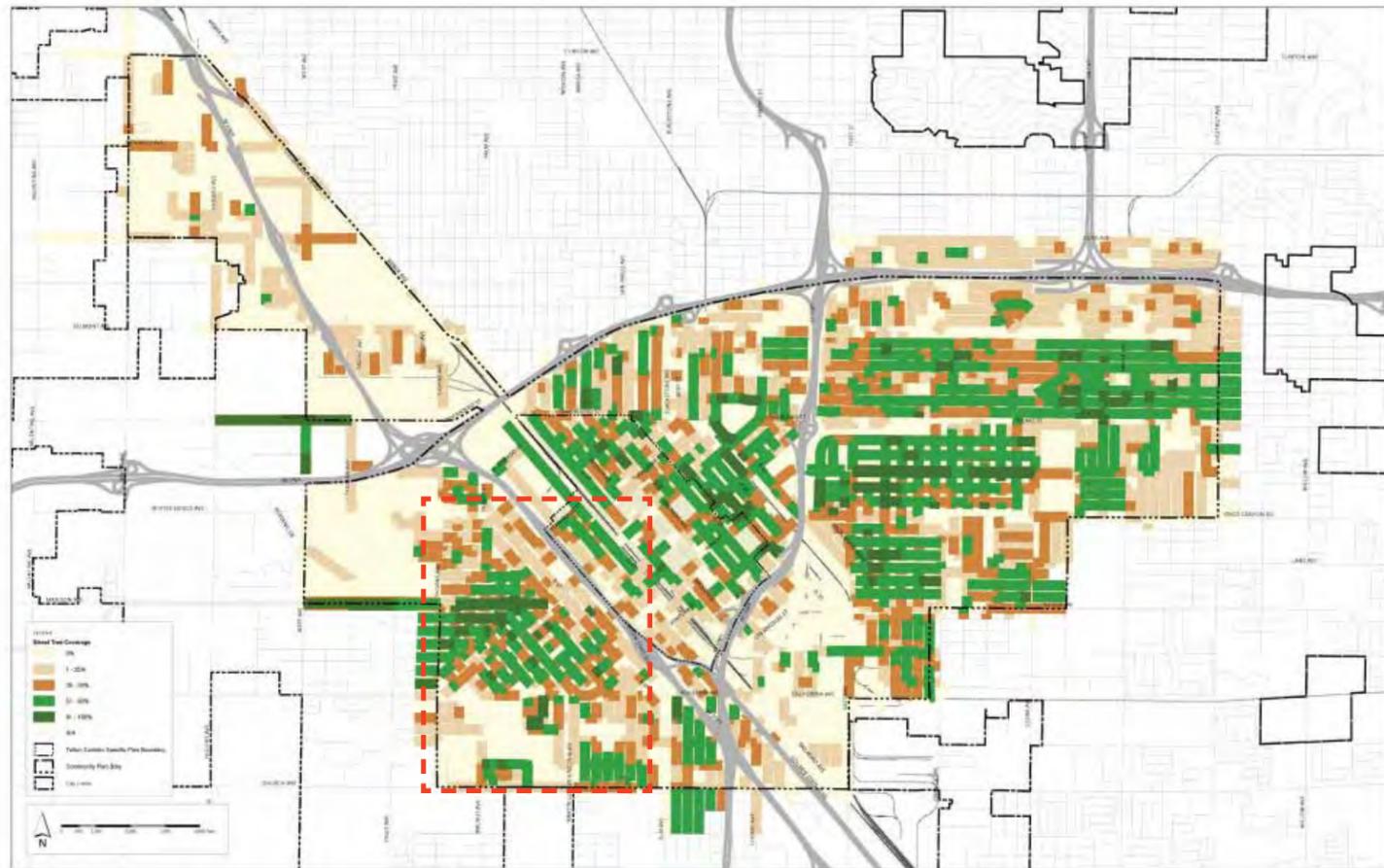


LANDSCAPE CHARACTER

historic large-canopy trees already existing in the neighborhood and is enhanced with the planting of flowering trees interspersed amongst established trees. These streets are laid out according to the Jeffersonian grid and have the flexibility to use either evergreen or deciduous trees on the north/ south running streets.

South East South Ventura Avenue's: recommended community landscape character derives from the stately, large-canopy, shadow-producing trees that currently line the area's streets. These streets are laid out according to the Jeffersonian grid and have the flexibility to use evergreen and deciduous trees on the

north/ south running streets. Urban agriculture and community gardens are encouraged in this area.



CITY OF FRESNO, CALIFORNIA
 FULTON CORRIDOR SPECIFIC PLAN AND
 DOWNTOWN NEIGHBORHOODS COMMUNITY PLAN
 20 APRIL, 2010

STREET TREE COVERAGE

MOULE & POLYZOIDES

These diagrams illustrate the existing street coverage to identify those streets with a deficient canopy and suggest a strategy to remedy the missing coverage.

Existing Street Tree Coverage (above) The neighborhoods and districts south of State Route 180 have relatively good street tree presences, with many of these areas having more than 50% of the street length lined by street trees.

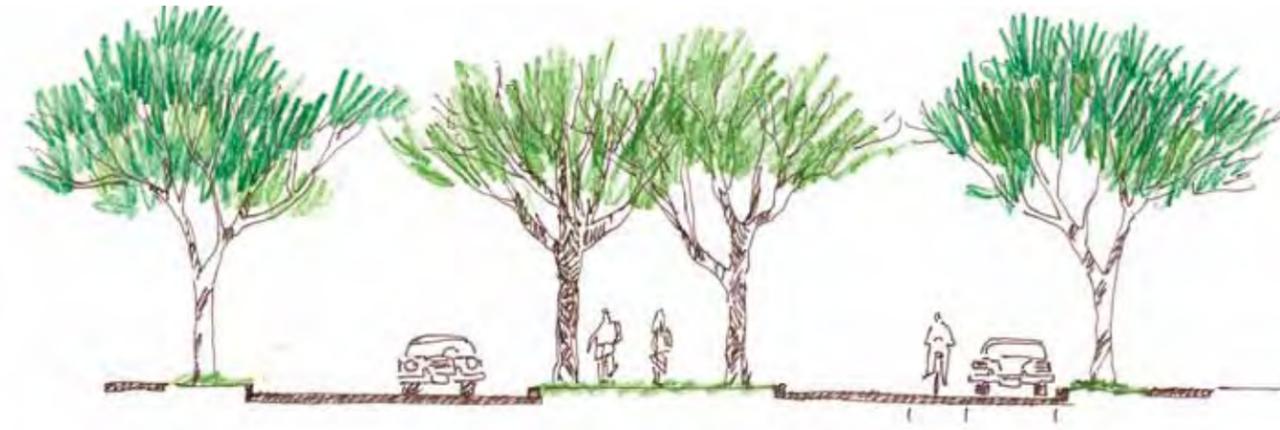
Street Tree Infill (at right) This diagram illustrates the strategy for introducing missing street trees within the southwest neighborhood in order to achieve a 50% shade canopy cover. The blue areas represent existing canopy, light green areas depict new deciduous only trees for solar access in colder months, and the dark green

represents new evergreen or deciduous trees on the north/ south running streets. The plan enlargement was chosen due to the differing street grids as well as the road diet policy prescribed for Fresno Street.

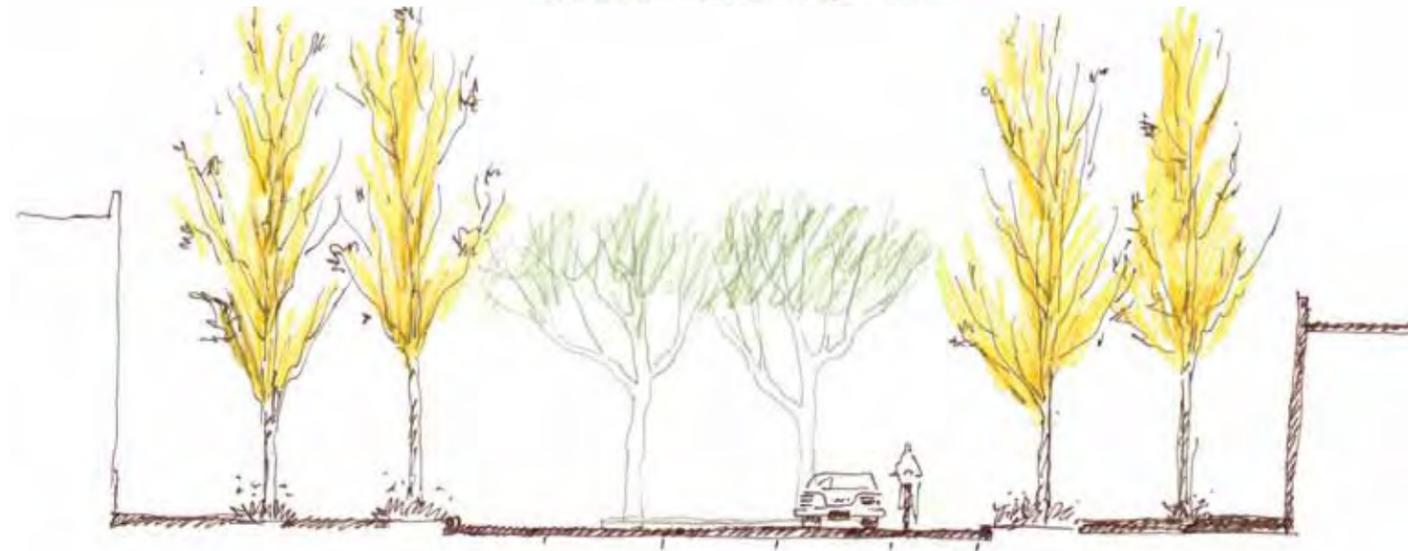


TREE INFILL SOUTHWEST NEIGHBORHOOD

LEGEND
 ■ DECIDUOUS AND/OR EVERGREEN TREES
 ■ DECIDUOUS TREES ONLY
 ■ EXISTING TREES



SOUTH FRESNO ST



FRESNO ST @ CHINA TOWN



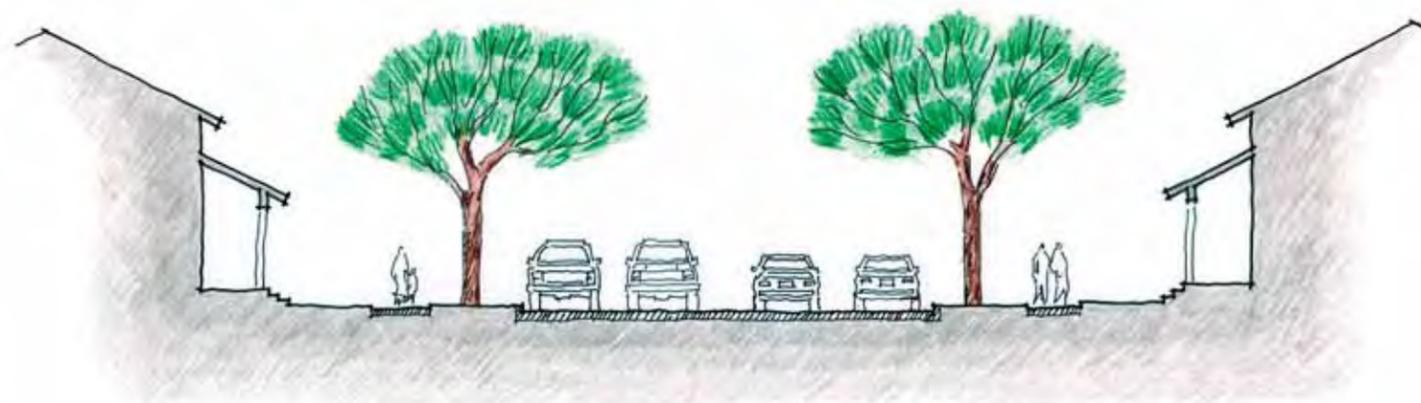
BELMONT AVE @ ROEDING PARK

These drawings illustrate how streets such as Fresno Street and Belmont Avenue can be transformed through the use of the shade canopy, landscape character, and the introduction of medians. While creating a unique character for each street, these landscape interventions also reinforce the road diet concepts prescribed by the transportation team.

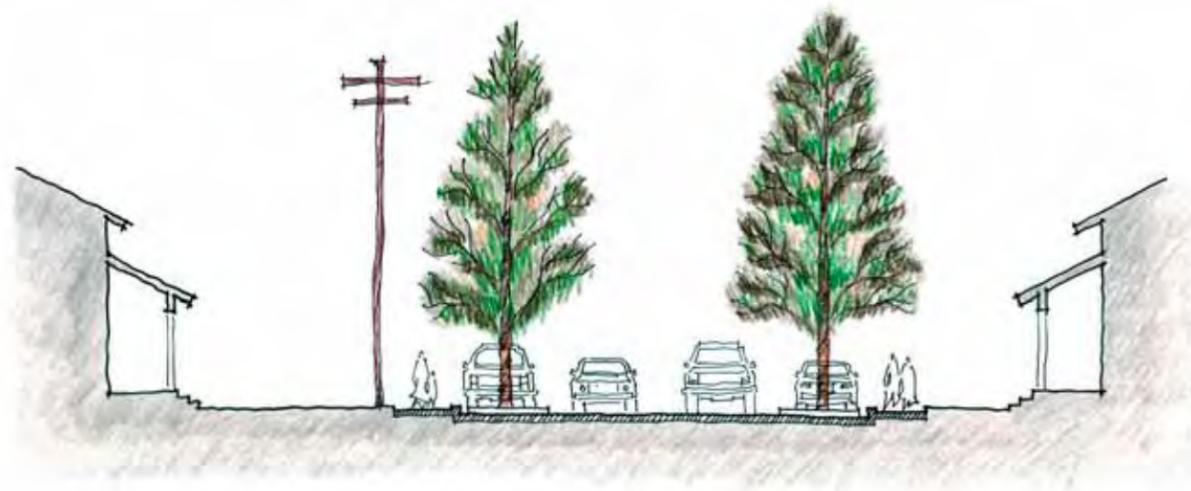
South Fresno Street, primarily lined by residences, is narrowed through the introduction of a wide tree-lined median which can serve as a linear park in much the same manner as Huntington Boulevard. Large canopy trees are introduced to reduce vehicular speed and provide shade for both the street and adjacent pedestrian walkways.

Fresno Street in China Town is narrowed and lined by Ginkgo trees in formal arrangements to define the short stretch of Fresno Street in China Town. The median of the residential portion of Fresno Street can be seen beyond.

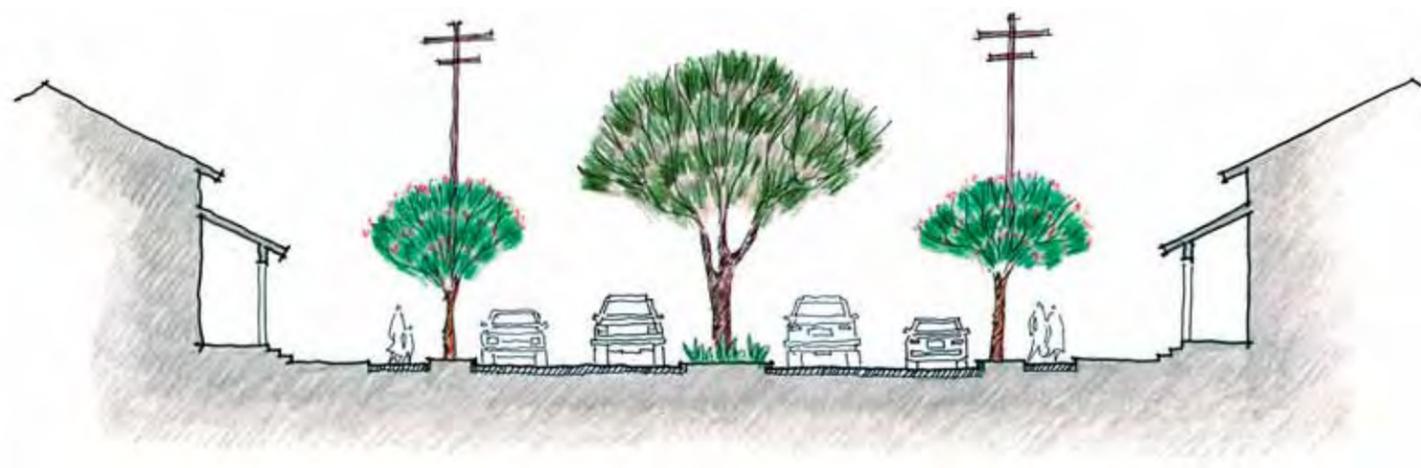
Belmont Avenue at Roeding Park is narrowed through the introduction of a wide tree-lined median that reduces vehicular speeds and provides shade for both the street and pedestrian walkways. Safe pedestrian access to Roeding Park from the Jane Addams neighborhood is provided by wide walkways that are separated from the traffic lanes by landscape. In addition, the narrow street section enables pedestrians to safely cross Belmont Avenue.



TYPICAL NEIGHBORHOOD ST - NO POLES



TYPICAL NEIGHBORHOOD ST - POLE ON ONE SIDE



TYPICAL NEIGHBORHOOD ST - POLES ON BOTH SIDES

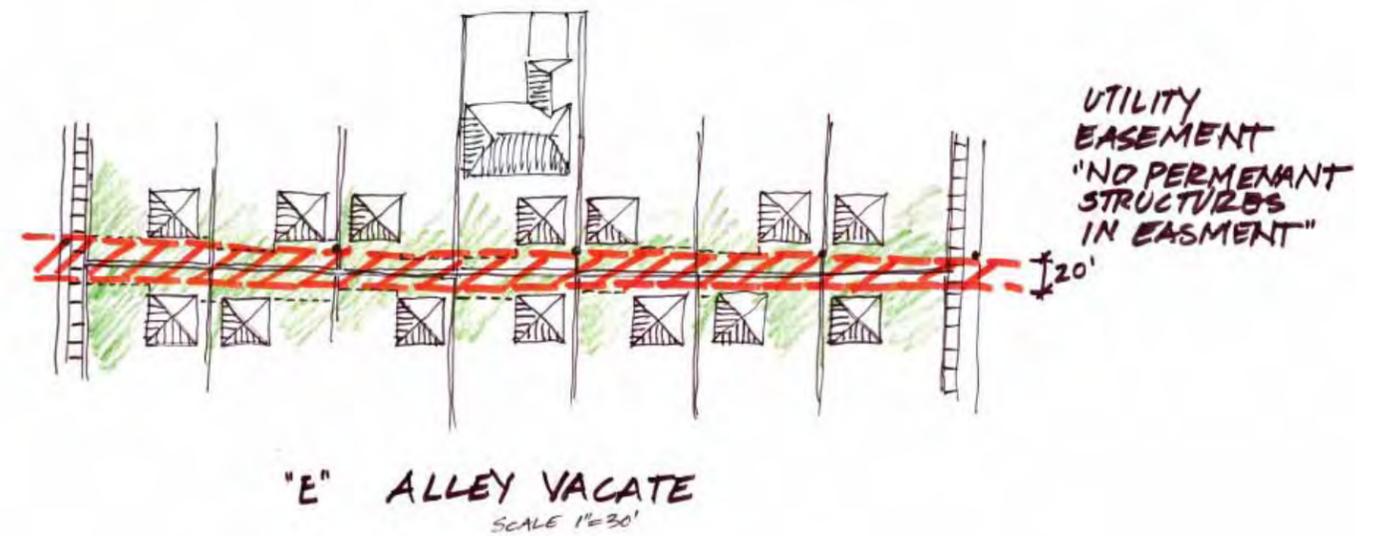
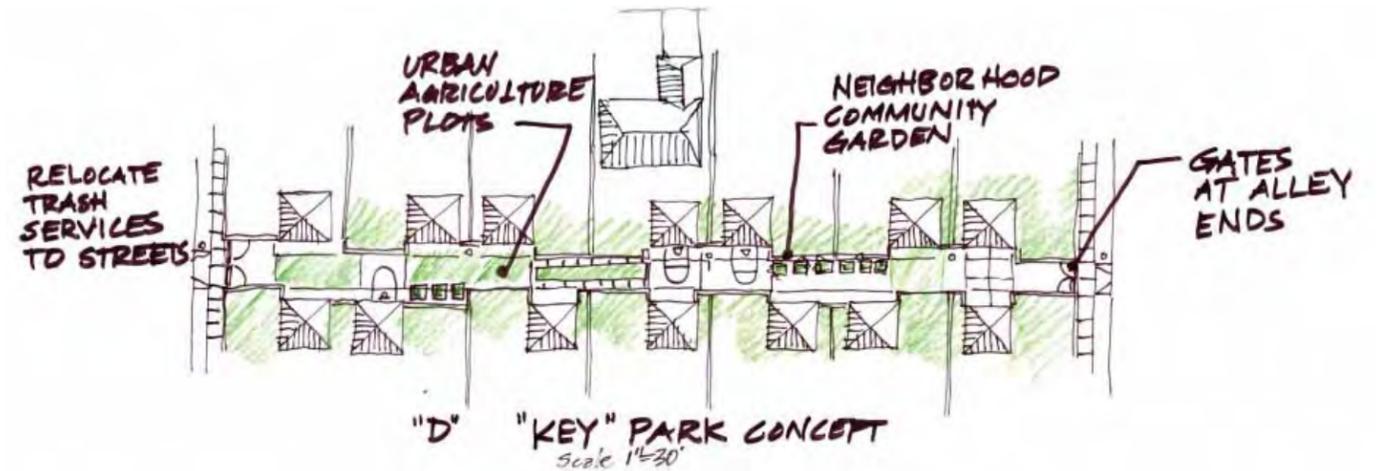
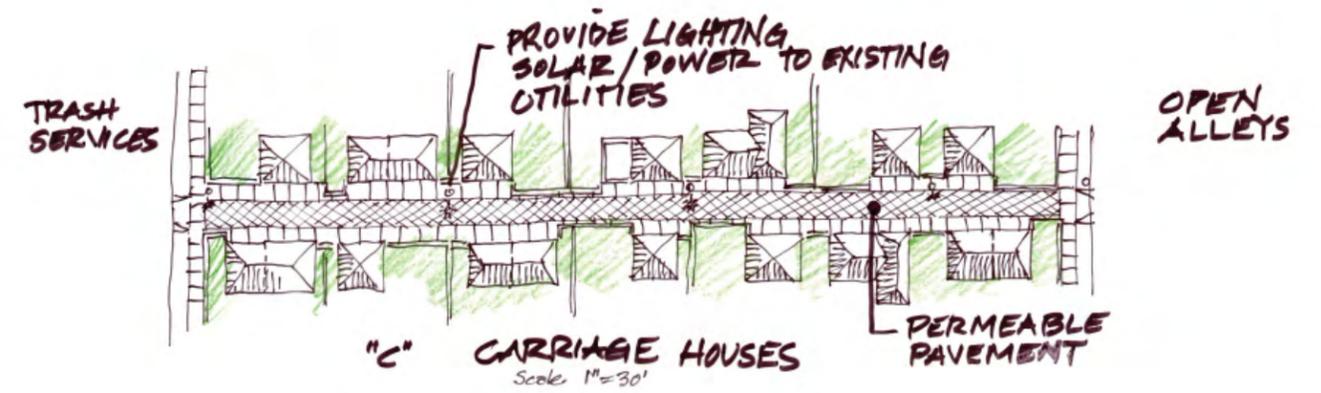
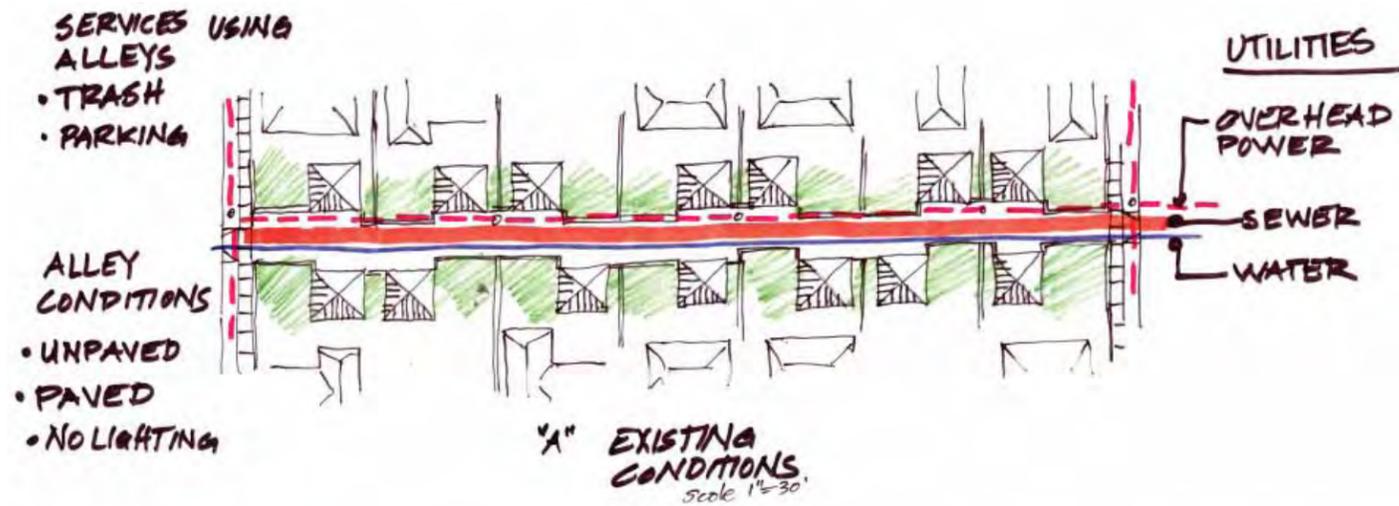
Typical Neighborhood Street Sections
 These drawings illustrate how street trees can be introduced to conform to existing conditions.

No utility poles: In cases where there are wide parkway strips and no utility poles, tree plantings of like species can be selected to provide 50% shade coverage, slow traffic, and, through the use of one species per street, develop community character by assigning a unique tree to each street.

Utility poles on one side: In cases where there are narrow or non-existent parkway strips and utility poles on one side of the street, street trees can be planted within the roadway. This achieves 50% shade coverage, while slowing traffic and creating a unique landscape character for such streets.

Trees can be spaced on 60 foot centers and alternated on each side of the street so there is at least one tree every 30 feet. The wide spacing permits for greater on-street parking and allows street cleaner equipment to maneuver around the trees.

Utility Poles on both sides: In cases where narrow parkway strips and utility poles exist on both sides of the street, a central median can be introduced. Street trees can be planted to provide 50% shade coverage, slow traffic, and through the selection of one species for the median and another for the parkway strips, develop a readily identifiable character for that street. This section demonstrates the ability to select street trees that conform to unique existing conditions and still provide shade for the neighborhood.



Proposed Alley Options These diagrams suggest a variety of solutions for dealing with abandoned or under-utilized alleys.

Diagram "A" shows the existing conditions.

Diagram "B" shows the introduction of lighting and permeable paving to improve safety and enable percolation of stormwater into the water table. This scenario could be coupled with operable gates that allow vehicular access to garages and services.

Diagram "C" shows the introduction of carriage houses or granny flats to place more "eyes on the alley" to help reduce crime, discourage illegal dumping and vagrancy, as well as introduce more density in residential neighborhoods.

Diagram "D" shows the introduction of gates that can be opened by the utility companies, the police and fire departments, and residents of the block. In this scenario, the alley is transformed into a semi-public space for the exclusive use of the residents of the block for special uses, such as community gardens, basketball courts, or green lawns. Care must be taken to ensure that these transformations do not conflict with any below ground utilities or power poles. In this scenario, alley access would be closed to trash services and garages.

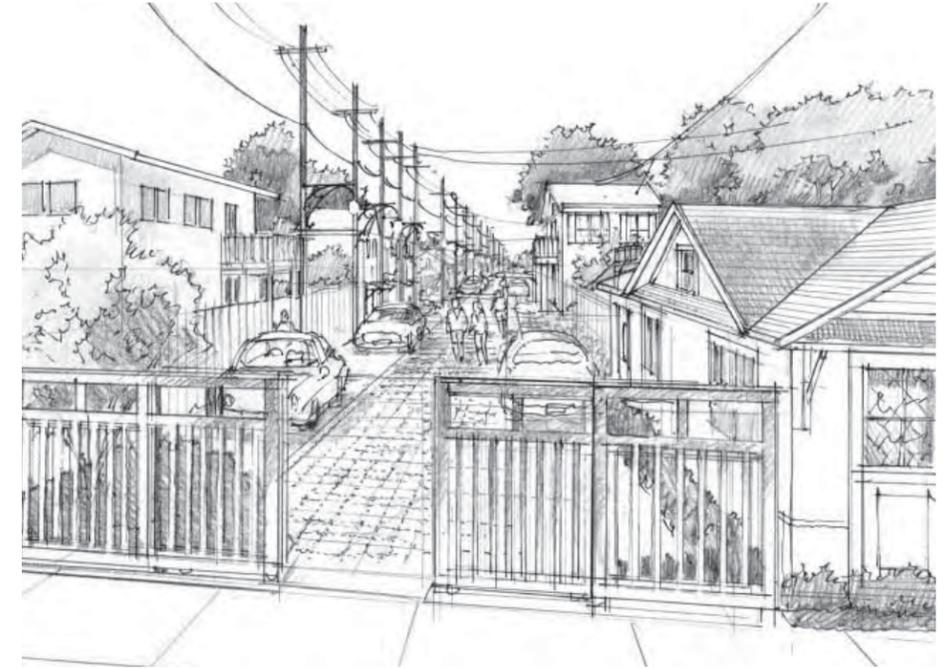
Diagram "E" shows the abandonment of the alley with the land reverting to the adjacent property owners. Trash services and garage access would need to be accommodated from the front of the residences.



Perspective view of Alley Option One option for the transformation of the Plan area's vacant and neglected alleys is to install permeable pavers, landscaping, and ample lighting. Introducing second units above garages would increase the residential density and provide "eyes on the alley."



Perspective view of Alley Option Another way of transforming the Plan area's alleys is to allow residents to introduce uses such as basketball courts and vegetable and community gardens. Such interventions would need to provide pathways for pedestrians to be able to pass from one end of the alley to the other. Gates and carriage houses would provide additional security.

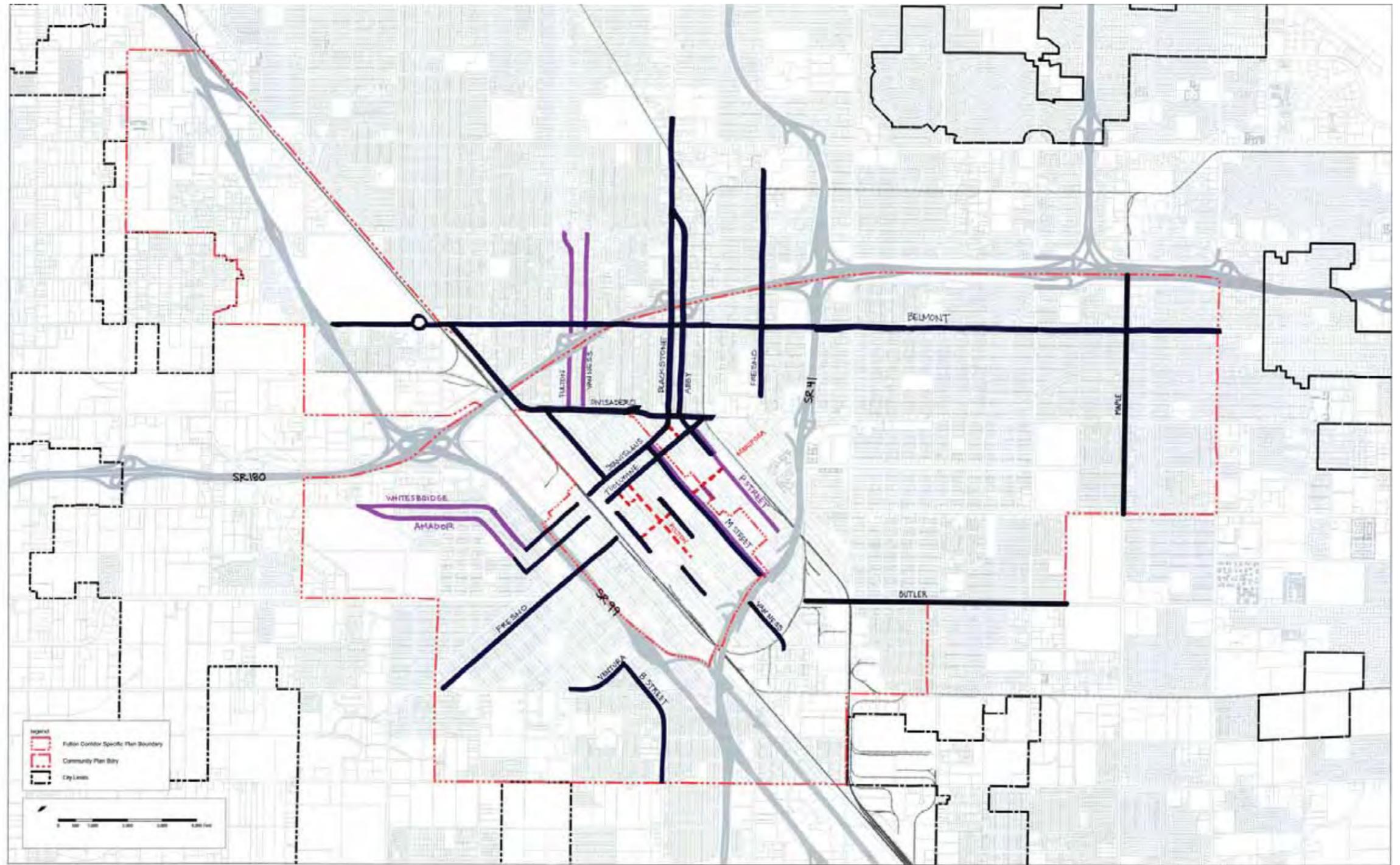


Perspective view of Alley Option with a security gate This alley alternative introduces permeable pavers and operable gates at each end of the alley, allowing the alley to be secured while providing easy access to the utility companies, as well as the police and fire departments.



Existing condition of a typical alley

Proposed Alley Transformation

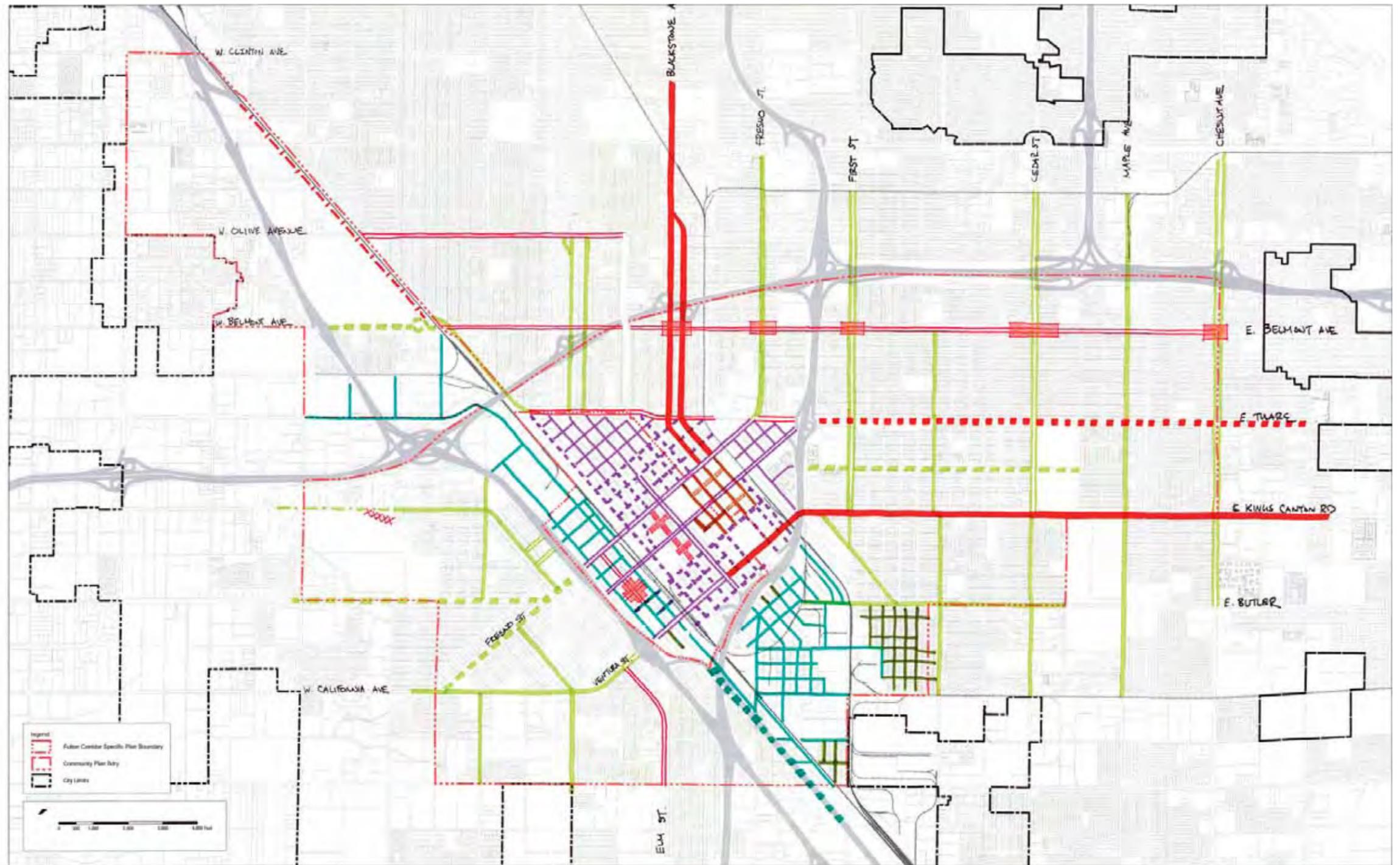


THOROUGHFARE INTERVENTIONS

- LEGEND**
- ROAD DIET
 - ONE-WAY TO TWO-WAY
 - - - RECONNECT GRID

Thoroughfare Interventions This map identifies the primary opportunities for “road diets” – converting four- and five-lane streets to three lanes – and for converting one-way streets back to two-way streets. Each of these streets has excess capacity. Reducing the number of lanes or converting them back to two-way operations could improve safety and facilitate way-finding, without adding significant traffic congestion.

The map also identifies streets that are closed at all times to cars. These pedestrian-only malls offer opportunities for reintroducing motor vehicle traffic at certain times of day, or simply improving the pedestrian experience along them while continuing to keep cars out.



STREET TYPOLOGIES

LEGEND

COMMERCIAL / CIVIC

- TRANSIT BLVD
- DOWNTOWN MAIN
- DOWNTOWN MIXED
- DOWNTOWN NEIGHBORHOOD

- RETAIL MALL
- CIVIC MALL
- CIVIC
- COMMERCIAL ARTERIAL
- NEIGHBORHOOD COMMERCIAL
- HIGHWAY SERVICE
- NEIGHBORHOOD COMMERCIAL CORE

RESIDENTIAL

- RESIDENTIAL GREENWAY
- RESIDENTIAL ARTERIAL
- RESIDENTIAL COLLECTOR
- RURAL RESIDENTIAL
- RESIDENTIAL LANE

INDUSTRIAL

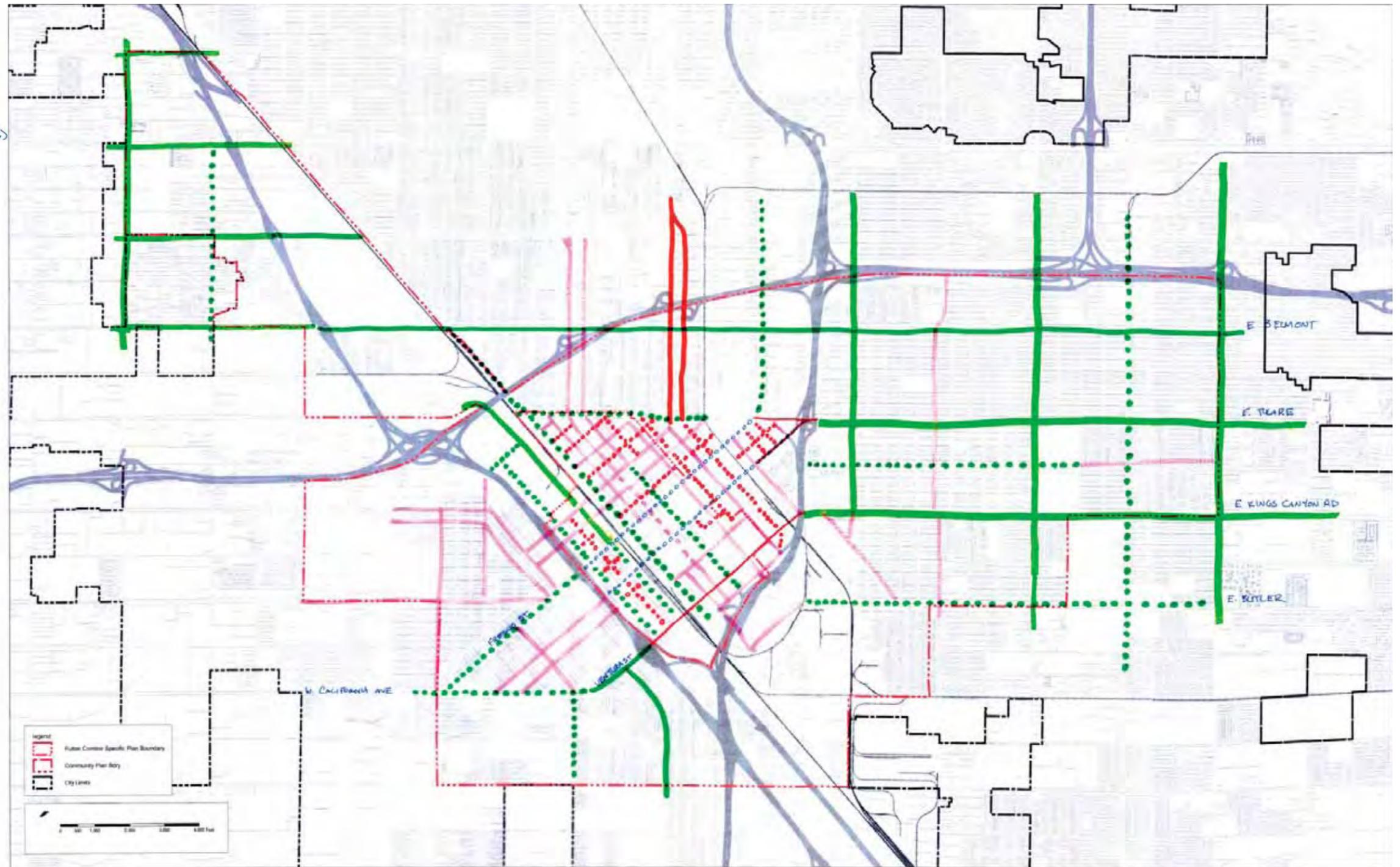
- INDUSTRIAL ARTERIAL
- INDUSTRIAL
- STREET VACATION

Street Typologies The Street Typologies map synthesizes the automobile, transit, bicycle, and land use maps (see Regulating Plan on page 49) identifying the primary characteristics of each street in the study area, including its land use context and the modes for which it is most important.

LEGEND

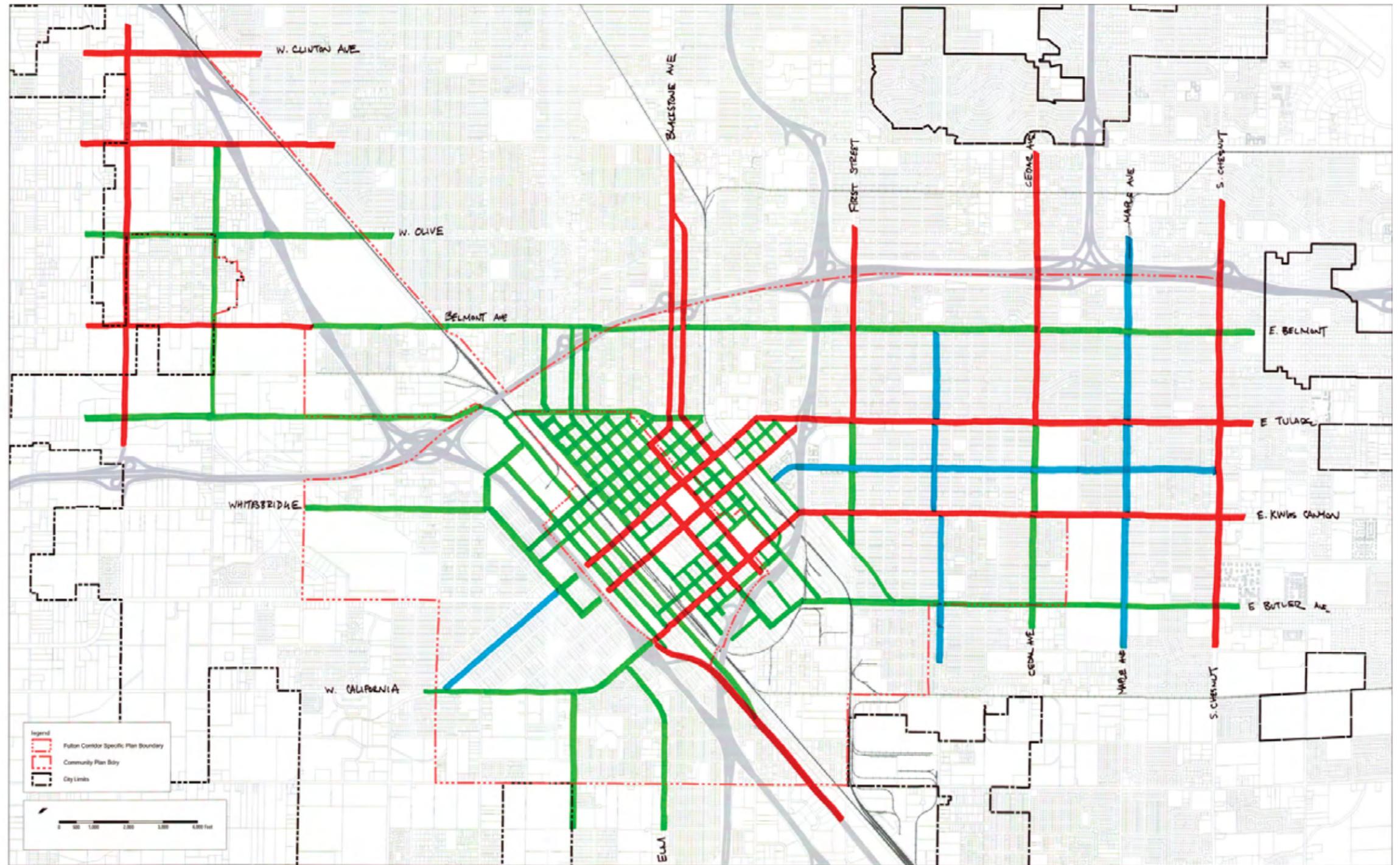
CROSS-SECTION

- A 100' ROW-ROAD DIET MINOR ARTERIAL AND
- B DOWNTOWN STREET (TWO-WAY LEFT-TURN OR MEDIAN)
- C DOWNTOWN STREET (TWO-LANE WITH BIKE LANE)
- D 100' ROW - 4 LANE WITH MEDIAN
- E DOWNTOWN STREET (TWO-LANE WITH PARALLEL PARKING)
- F DOWNTOWN STREET (TWO-LANE WITH ANGLE PARKING)
- G DOWNTOWN STREET (BLACKSTONE/ABBY)
- H DOWNTOWN ARTERIAL (80' ROW)
- I DOWNTOWN ARTERIAL (100' ROW)



STREET CROSS-SECTIONS

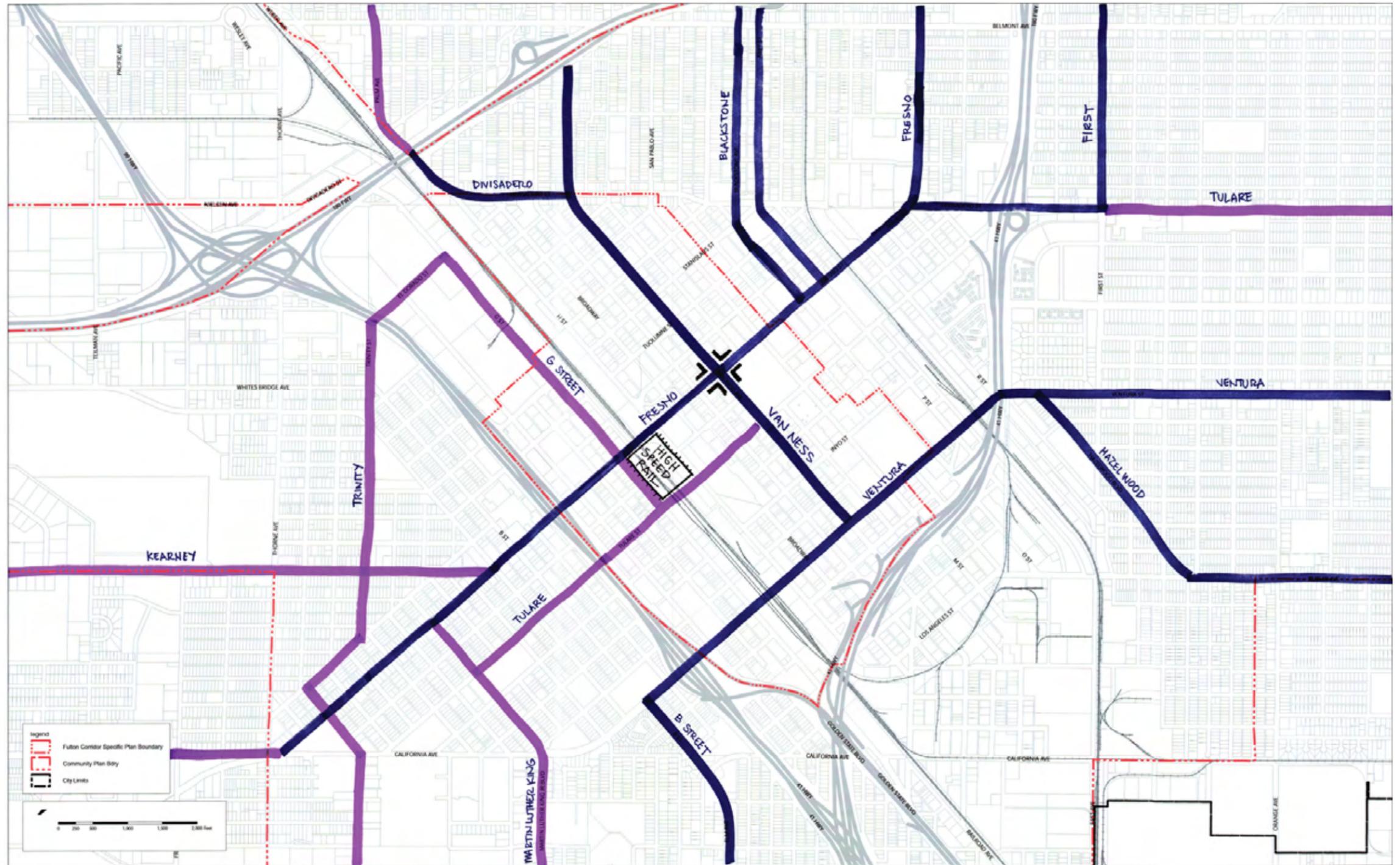
Street Cross Sections This map identifies the total public right of way for most streets in the study area and shows options for allocating that right of way.



AUTOMOBILE PRIORITY MAP

- LEGEND**
- 1st PRIORITY
 - 2nd PRIORITY
 - 3rd PRIORITY

Automobile Priority Map This map identifies the importance of each street for the through movement of automobiles. It is similar to the conventional street types of "arterial," "collector" and "local," but acknowledges that many streets that are a high priority for through traffic also have a high priority for local access.

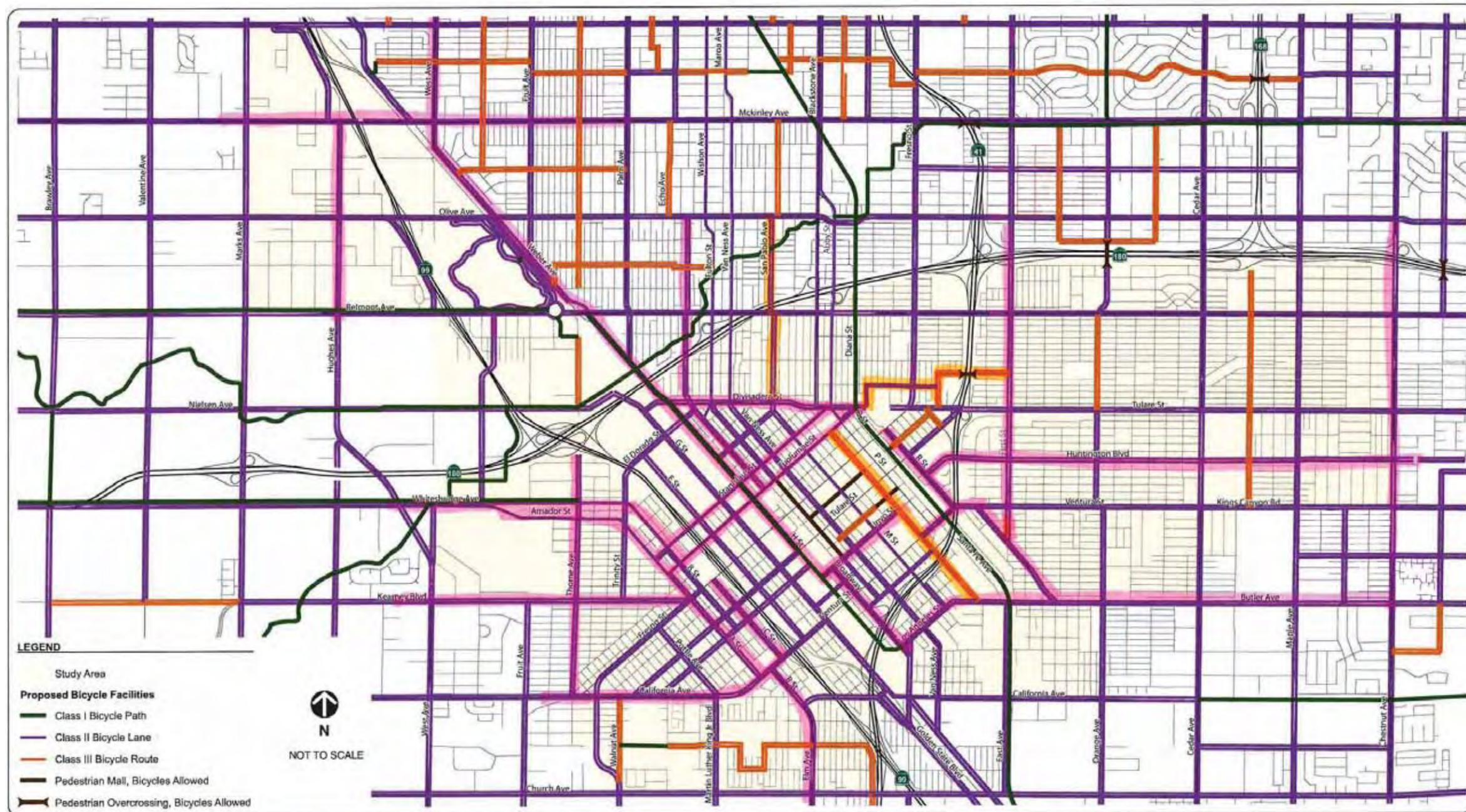


TRANSIT CORRIDORS

LEGEND

- PRIMARY
- SECONDARY
- ON-STREET STOPS TO REPLACE "TRANSIT @ THE PARK"

Transit Corridors This map identifies the streets that are most important for transit. The primary transit corridors that are shown here should be managed to minimize transit delay. In addition, investments in high quality bus shelters and pedestrian amenities should be prioritized on these corridors.



LEGEND

- Study Area
- Proposed Bicycle Facilities**
- Class I Bicycle Path
- Class II Bicycle Lane
- Class III Bicycle Route
- Pedestrian Mall, Bicycles Allowed
- Pedestrian Overcrossing, Bicycles Allowed

N
NOT TO SCALE

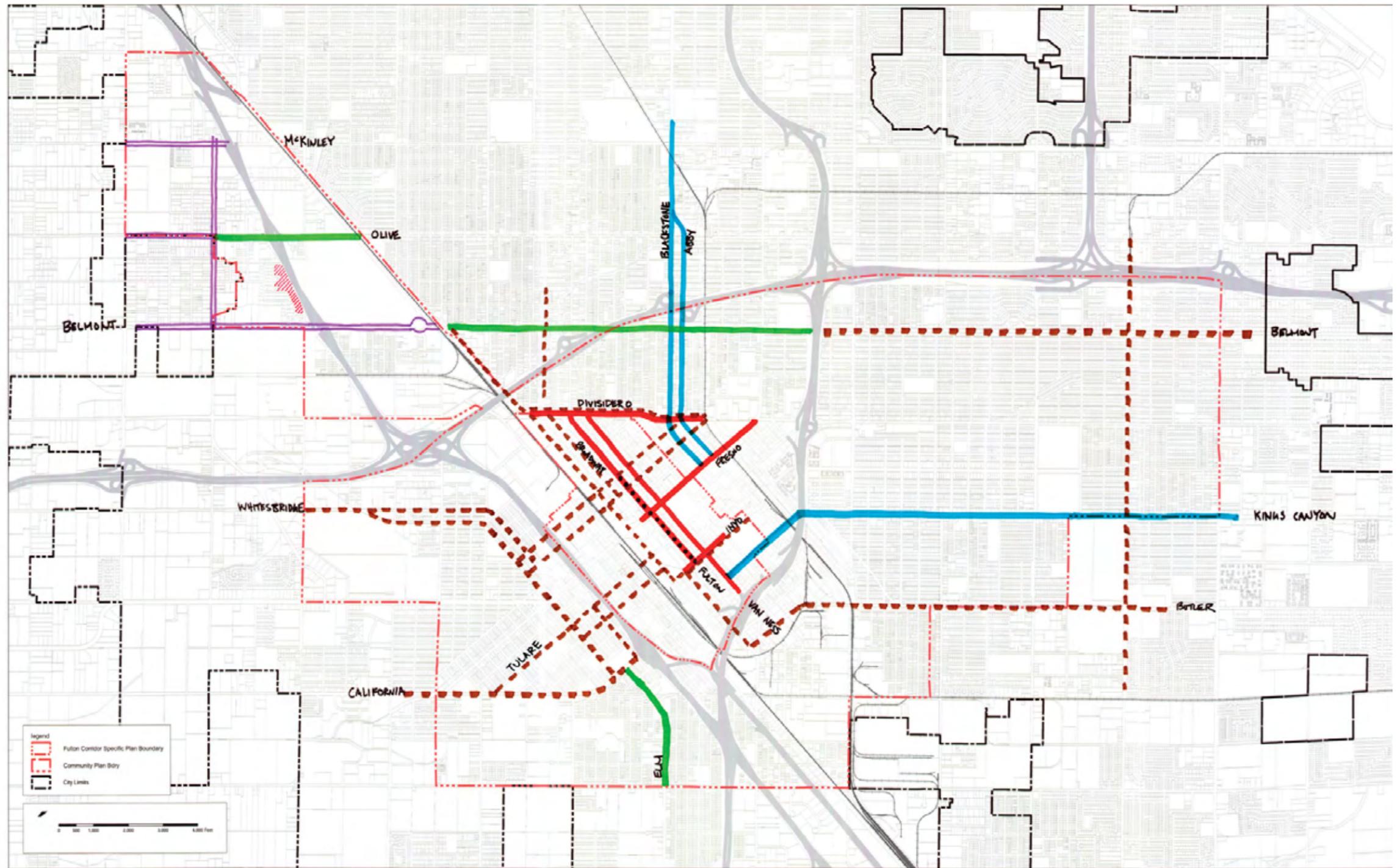
CLASS II BIKE LANES
CLASS III BIKE ROUTES

DOWNTOWN NEIGHBORHOOD BICYCLE FACILITY PRIORITY MAP

fp
FEHR & PEERS
TRANSPORTATION CONSULTANTS
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PROPOSED BICYCLE NETWORK
FIGURE 5

Bicycle Priority Map is from the concurrent 'Bicycle Master Plan' effort for the City of Fresno. Highlighted on the map are those routes that have been identified as an initial priority for transit improvements in the Community Plan area.



Near Term Implementation Priorities Given the limited funding opportunities that are currently available, this map examines the lowest-cost, highest-return transportation investments over the next five years. It concentrates major investments in locations that have the greatest chance of catalyzing short term private investment, particularly along the Van Ness and Fulton corridors, and in the north edge of downtown. It recommends low-cost bike lane and road diet treatments throughout the study area. It also suggests targeted investments in maintenance, sidewalk completion, and the introductions of street trees in three important retail districts: Belmont Avenue in the Lowell and Jefferson neighborhoods, Olive Avenue in Jane Addams, and Elm Avenue in Southwest. Finally, it recommends a Safe Routes to Schools program in Jane Addams, to provide basic infrastructure that allows children to reach neighborhood schools.

**NEAR TERM (1-5 YEAR)
HIGHEST PRIORITY IMPROVEMENT
TO STREETS**

- LEGEND**
- **BUS RAPID TRANSIT PROJECT**
QUALITY SHELTER
FIX SIDEWALK GAPS
STREET TREES
 - **MAJOR STREETSCAPE PROJECTS**
WIDEN SIDEWALKS
CORNER BULBOUTS
LIGHTING & LANDSCAPE
FACADE IMPROVEMENTS
 - **STREET STABILIZATION**
TREES
REPAIR
 - **SAFE ROUTES TO SCHOOLS**
PATHS
CORNER CROSSINGS
 - TARGETED REDEVELOPMENT**
 - ROAD DIET - BIKE LANES**
 - **PLAN**
 - **TWO-WAY INTERVENTION**



Existing condition of Belmont Avenue at Fruit Avenue



Perspective view of Belmont Avenue along Roeding Park Drastic traffic calming measures are introduced in order to provide a pedestrian- and bike-friendly environment that includes bike lanes and a multi-use trail alongside Roeding Park. Automobile travel is reduced to one vehicular lane and one bike lane in each direction with a substantial median separating the two. A multi-use trail is introduced alongside Roeding Park. Large canopy trees provide an inviting, shaded place to walk, bike, and drive - particularly appealing during the summer. Light standards provide locations for banners that could advertise or celebrate events at Roeding Park or other Fresno venues.



Existing boarded-up Fresno Street frontages do not invite a lot of activity



Perspective view of Fresno Street Introducing street trees, opening up the storefronts and introducing shade-generating frontages help transform Fresno Street at Belmont Avenue into Jefferson's neighborhood center. A planted center median and on-street parking help slow traffic down - an appropriate strategy where neighborhood-serving retail is present.

Perspective View of Fresno Street at Belmont Avenue

ACCESS TO HEALTHY FOODS ACCESO A COMIDA SALUDABLE	
Facilitate safe, convenient access to healthy foods. <i>Facilitar acceso seguro y conveniente a comida saludable.</i>	
Encourage and support healthy eating habits and eating messages. <i>Animar y apoyar mensajes y hábitos saludables de comer.</i>	
Avoid a concentration of unhealthy food, alcohol, and tobacco retailers. <i>Evitar concentración de vendedores de comida insalubre, de licor, y de tabaco.</i>	
Provide opportunities for community gardens and local food production. <i>Dar oportunidades para crear jardines en la comunidad y para vender comida crecida en la vecindad.</i>	
PUBLIC SAFETY SEGURIDAD PÚBLICA	
Improve public safety. <i>Mejorar la seguridad pública.</i>	
HEALTH CARE AND MENTAL HEALTH CARE SALUD FÍSICA Y MENTAL	
Improve physical access to health care for City residents. <i>Mejorar el acceso a servicios para la salud física y mental de los residentes.</i>	
Support a variety of healthcare and mental health facilities. <i>Crear más centros de salud física y mental en la comunidad.</i>	
PUBLIC INVOLVEMENT AND PARTICIPATION PARTICIPACIÓN DEL PÚBLICO	
Involve the public in local decision making processes. <i>Involucrar a los residentes en el proceso de tomar decisiones que afectan a la comunidad.</i>	
Improve outreach and public education program to improve health. <i>Mejorar programas de educación pública sobre temas relacionados a la salud.</i>	
Foster the health and well-being of residents through collaborations and partnerships. <i>Apoyar la salud y el bienestar de los residentes a través de proyectos colaborativos.</i>	

Neighborhood Health Survey
Recognizing that the shape of a community's physical environment directly influences the health and wellbeing of its residents, matters of public health are critically important to the success of the Community Plan. Similar to the Neighborhood Policies outlined on pages 6 to 19, the following public health related policies were presented for public input at the charrette. Community residents 'voted' on those policies that were the highest priority and the most relevant to the neighborhoods within the Community Plan Area.

LAND USE AND COMMUNITY DESIGN DISEÑO DE LA COMUNIDAD	
Develop land use patterns that encourage physical activity. <i>Diseño de la comunidad que apoye actividad física de los residentes.</i>	
Address concentrations of poverty and overcrowded conditions. <i>Tratar problemas causados por concentración de pobreza y amontonamiento excesivo.</i>	
Beautify the City. <i>Embellecer la ciudad.</i>	
TRANSPORTATION TRANSPORTACIÓN	
Make the transportation system safer. <i>Mejorar la seguridad del sistema de transporte.</i>	
Create a transportation system that supports active living and healthy lifestyles. <i>Crear sistema de transporte que apoye un modo de vivir activo y saludable.</i>	
Create a high quality pedestrian network so residents can walk safely and comfortably. <i>Crear red para peatones para que los residentes puedan caminar comodamente y de manera segura.</i>	
Create a bicycle and multi-use trail network that enables cycling for both recreation and transportation. <i>Crear una red de veredas (para ciclistas y peatones) que se puedan usar para recreo y transporte.</i>	
Ensure that children have safe access to schools and parks. <i>Asegurar que los niños tienen acceso seguro a las escuelas y los parques.</i>	
PARKS, TRAILS AND PUBLIC FACILITIES PARQUES, VEREDAS Y EDIFICIOS PÚBLICOS	
Enhance parks, trails, and open spaces. <i>Mejorar parques, veredas y espacios al aire libre.</i>	
Increase community facilities and programs in Fresno that promote healthy living. <i>Aumentar los programas y centros de la comunidad en Fresno que promueven un modo de vivir saludable.</i>	
AIR QUALITY CALIDAD DEL AIRE	
Reduce air pollution throughout the city. <i>Reducir la contaminación del aire en toda la ciudad.</i>	

LAND USE AND COMMUNITY DESIGN DISEÑO DE LA COMUNIDAD	
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Provide opportunities for community gardens and local food production. <i>Dar oportunidades para crear jardines en la comunidad y para vender comida crecida en la vecindad.</i>	
PUBLIC SAFETY SEGURIDAD PÚBLICA	
Improve public safety. <i>Mejorar la seguridad pública.</i>	
HEALTH CARE AND MENTAL HEALTH CARE SALUD FÍSICA Y MENTAL	
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Foster the health and well-being of residents through collaborations and partnerships. <i>Apoyar la salud y el bienestar de los residentes a través de proyectos colaborativos.</i>	

INFRASTRUCTURE

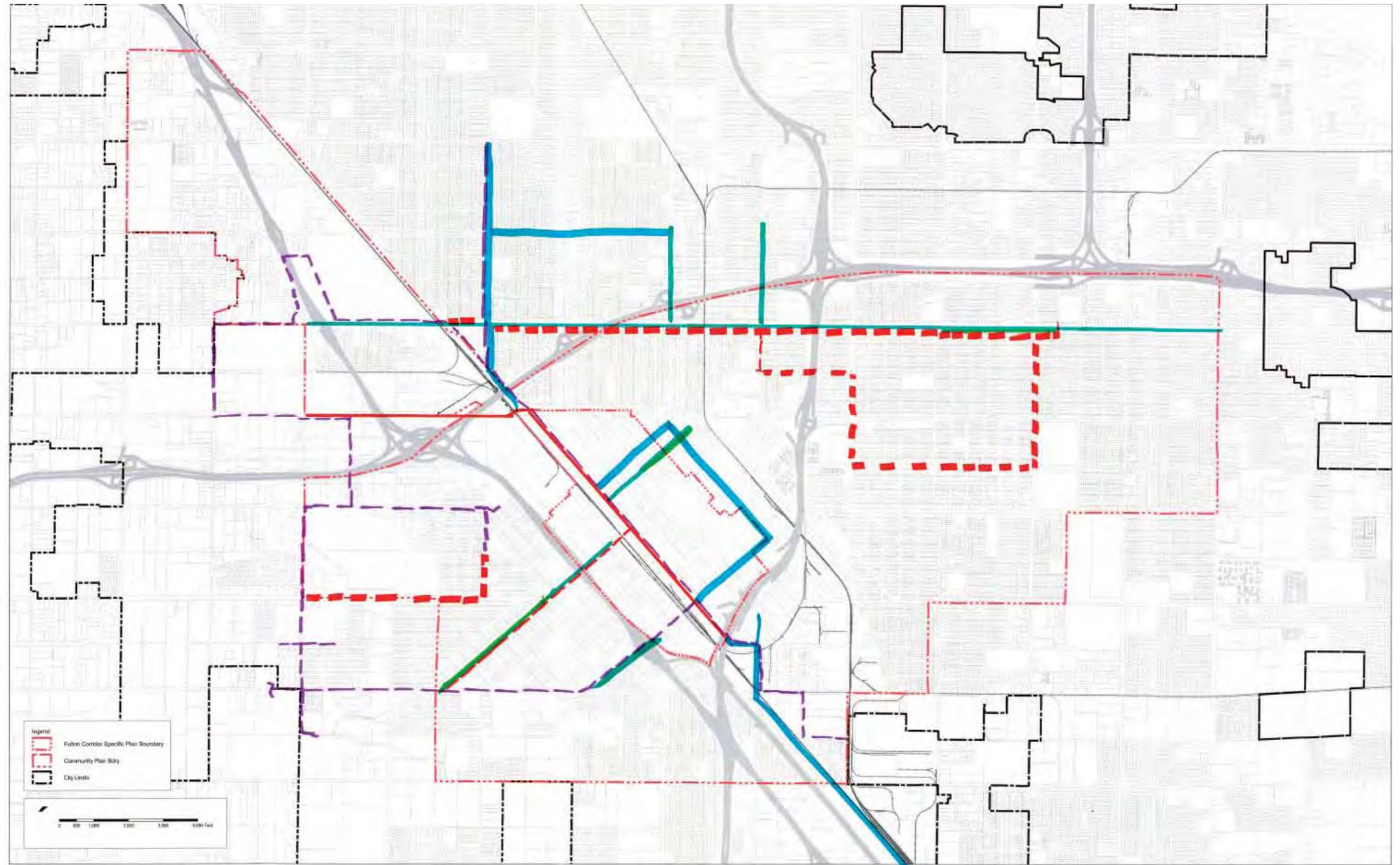
Vision: Develop infrastructure that promotes resource conservation at the end use, provides for efficient utility networks, and supports the functionality of a re-envisioned public realm.

Policy:

- Stormwater guidelines
- Utility design guidelines
- L.I.D. Stormwater Master Plan
- Solid waste separation at source
- Local renewable power
- Green building standards
- Recycled water distribution
- Development credits - water related

Implementation:

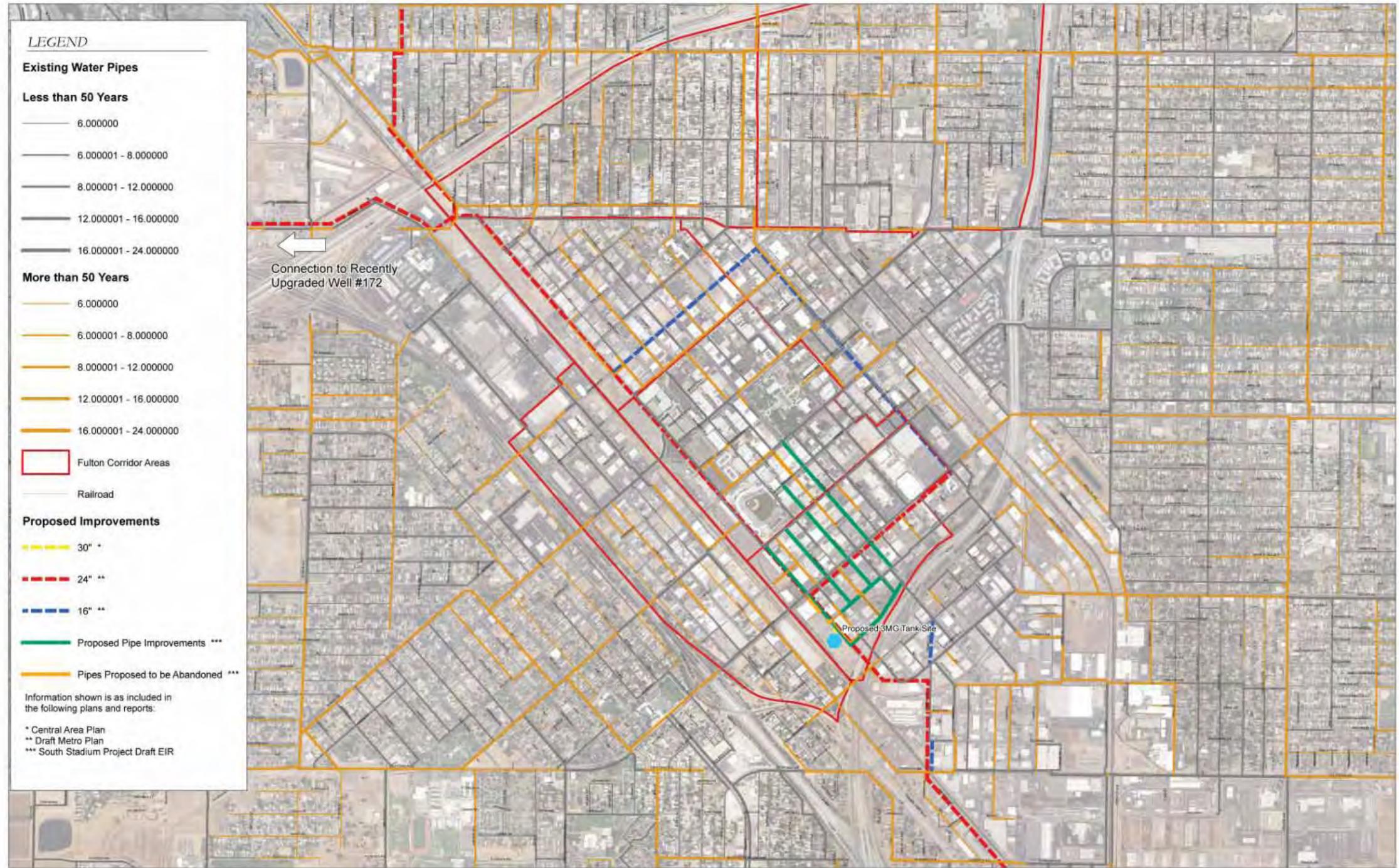
- Stormwater guidelines with low cost, reproducible pilot projects;
- Development incentives for resource conservation (water energy) and local power generation;
- Compost program;
- Utility layout guidelines;
- Material layout guidelines;
- Material selection criteria;
- Provide green building resources to community.



UTILITY SYNERGY MAP

- LEGEND**
- FUNDED WATER IMPROVEMENTS —
 - PLANNED WATER IMPROVEMENTS —
 - PROPOSED WATER IMPROVEMENTS — (A)
 - PROPOSED SEWER IMPROVEMENTS — (A)
 - PLANNED RECLAIMED WATER - - -
 - PROPOSED RECLAIMED WATER - - -

Utility Synergy Map This map illustrates the synergies between those roads that are candidates for improvements (i.e. 'road diets', retrofits, streetscape improvements, etc) and planned infrastructure updates.



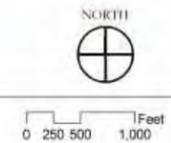
Fulton Water Priority This map analyzes the age of water distribution pipes relative to their size, service area and planned upgrades. This map allows the team to coordinate the street retrofits, corridor adjustments and land use changes with needed or planned infrastructure improvements.

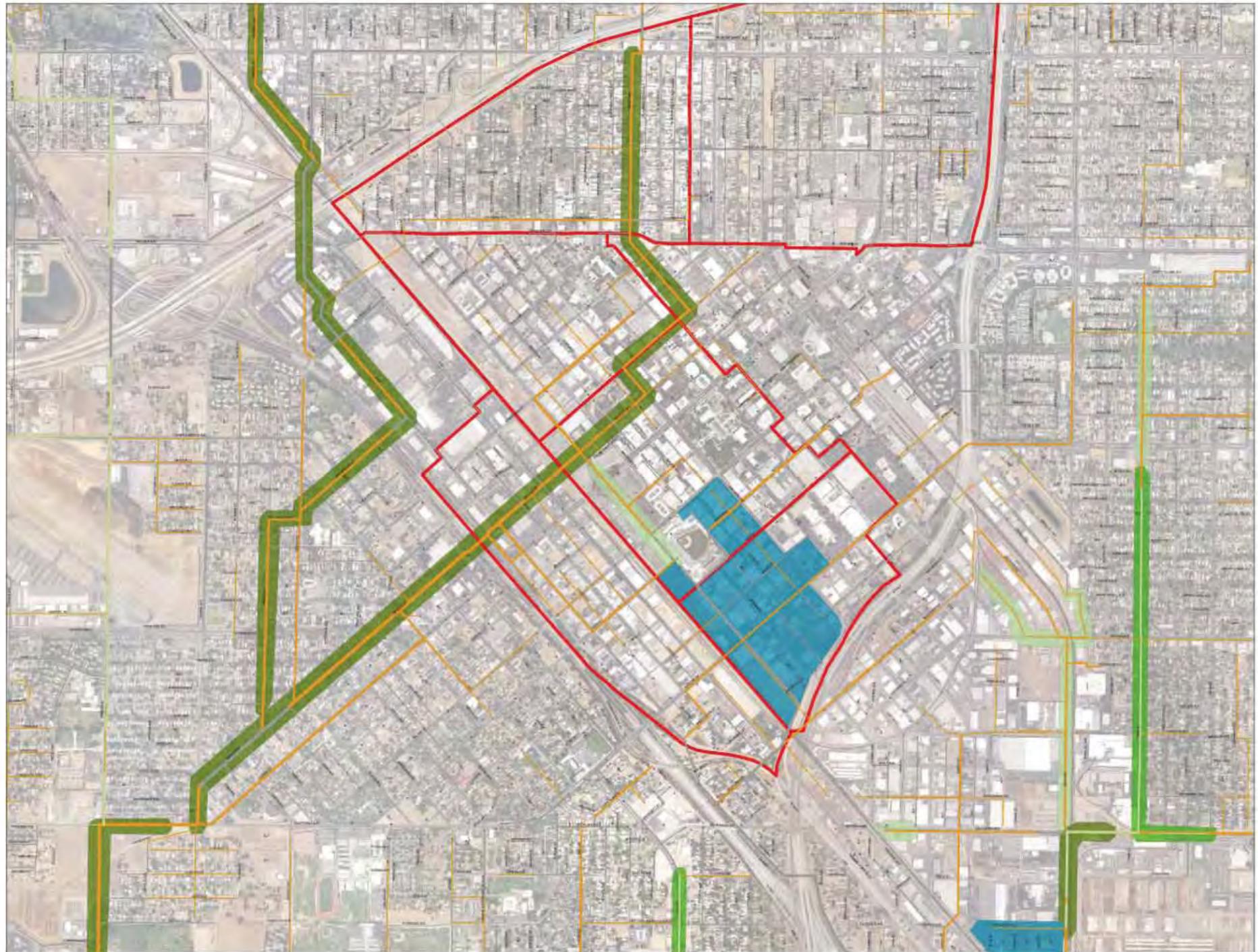
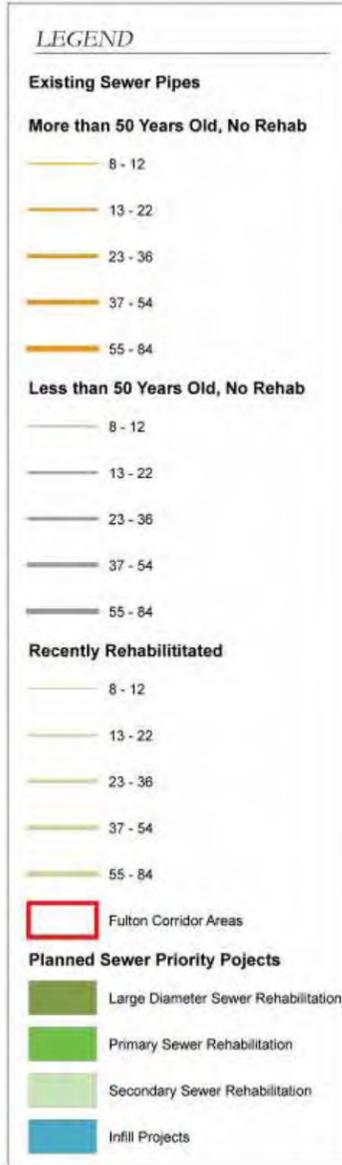
SHERWOOD
Design Engineers

EXISTING WATER DISTRIBUTION IMPROVEMENT PRIORITIES

FRESNO, CA

DATE: APRIL 28, 2010





EXISTING SEWER SYSTEM PRIORITY IMPROVEMENTS

FRESNO, CA

DATE: APRIL 28, 2010



0 250 500 1,000 Feet



Fulton Sewer Water Priority This map combines the water and sewer pipe age and necessary upgrade information onto one map. When pipes are over 50 years old the segment is assigned a color, when both the water and sewer are 50 years old, they are designated in red.

ISSUES AND CHALLENGES

- Need for consistency among all related planning documents
- Need for clarity in definitions
- Historic landscapes, settings, and street features
- Physical rehabilitation of historic buildings (windows, systems, etc.)
- Design guidelines
- Accommodating growth
- Need for a common forum

CREATING THE VISION

- Understand the City's rich historic legacy is a unique and important asset.
- Incorporate historic resources as a foundation for future development that creates a distinctive sense of place.
- Use historic development and transportation patterns as a blueprint for repairing the fragmented urban fabric.

POLICY AND IMPLEMENTATION

- Educate the public to see historic resources as a valuable community assets.
- Prioritize higher-profile historic preservation projects as catalyst for revitalization.
- Develop clear processes for designation, design review and permitting.
- Enhance and revitalize the public realm in historic neighborhoods and around historic resources.
- Provide technical and financial assistance to owners of historic properties

INCENTIVES

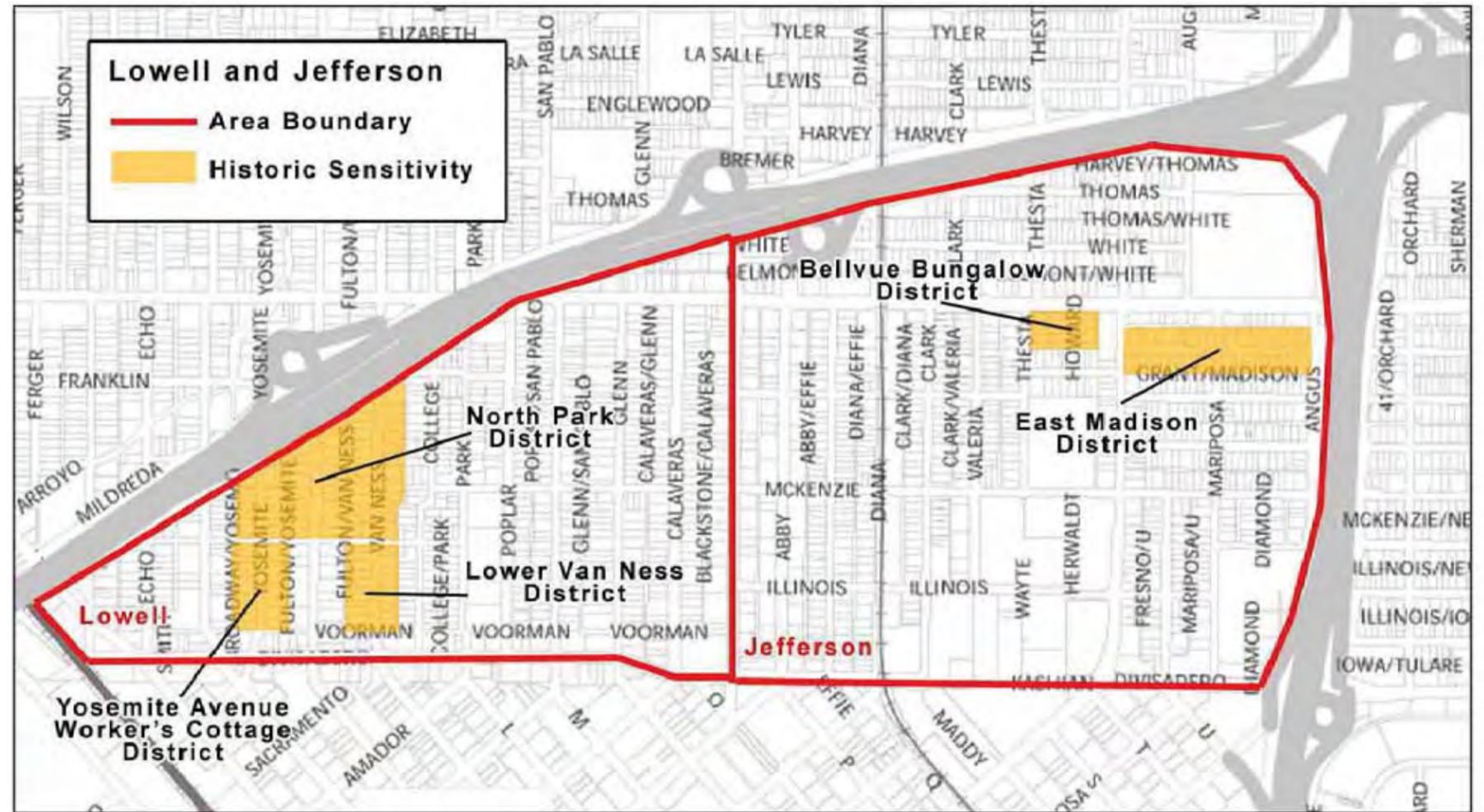
- Federal historic tax credits
- Grant programs
- Mills Act
- Certified Local Government (CLG) programs
- Fee waivers
- Conservation easements

OBSERVATIONS: LOWELL NEIGHBORHOOD

- Significant concentrations of late 19th and early 20th century homes.
- Classical Revival, Victorian, and Craftsman architectural styles.
- Previous survey in 1994 and partial survey in 2008.
- Previously Identified Historic Districts:
 - North Park historic district*
 - Yosemite Avenue worker's cottage district*
 - Lower Van Ness district*

POLICY/ACTIONS: LOWELL NEIGHBORHOOD

- Intensive survey to define additional districts.
- Develop design guidelines for rehabilitation and infill.
- Develop guidelines for granny flats and outbuildings.

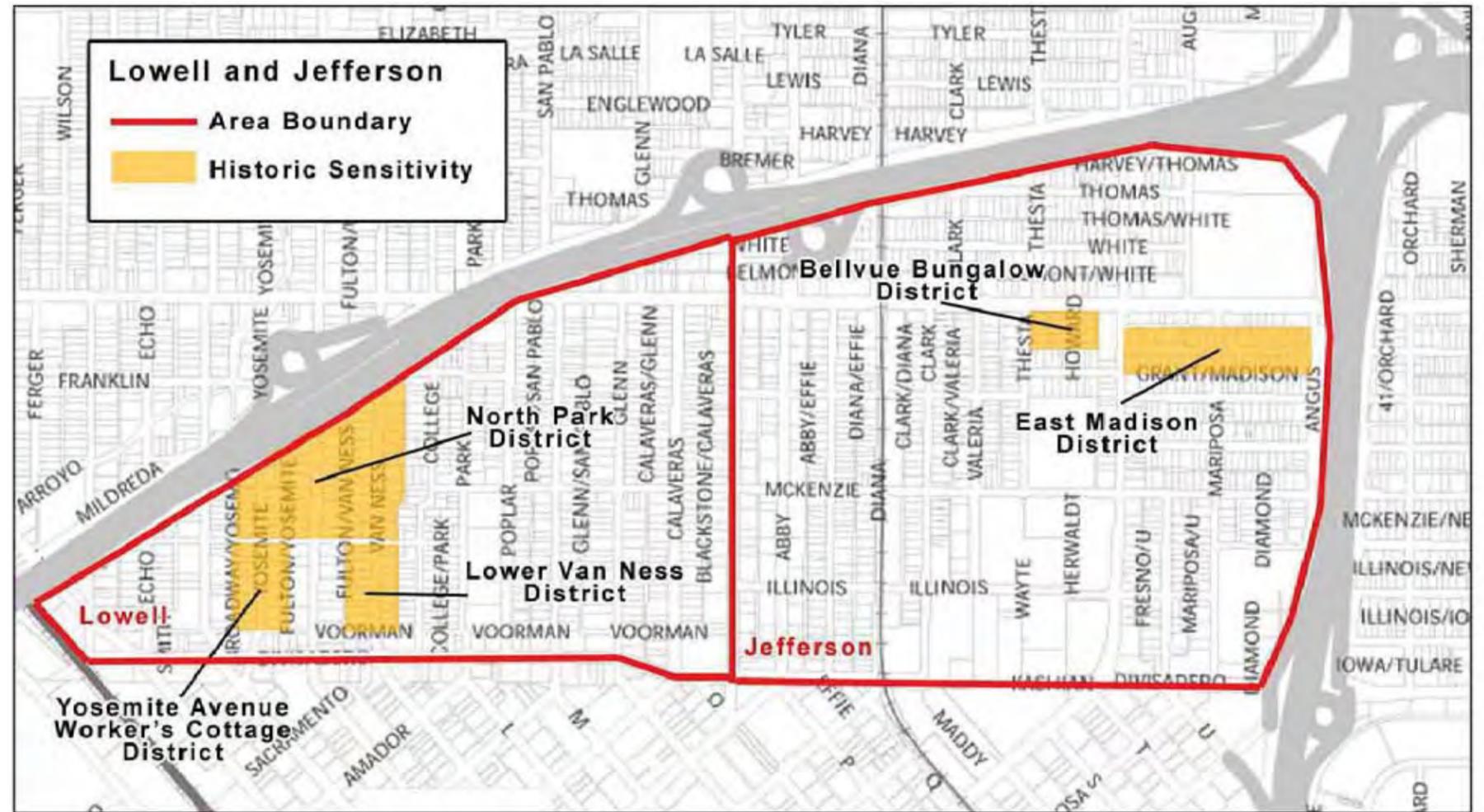


OBSERVATIONS: JEFFERSON NEIGHBORHOOD

- Contains homes from the late-19th and early-20th century.
- Classical Revival, Victorian, Craftsman, Tudor, Storybook, and Spanish Revival architectural styles.
- Previous survey in 1994.
- Identified Historic Districts
 - Bellevue Bungalow historic district*
 - East Madison historic district*

POLICY/ACTIONS: JEFFERSON NEIGHBORHOOD

- Intensive survey to define additional districts.
- Develop design guidelines for rehabilitation and infill.
- Develop guidelines for granny flats and outbuildings.

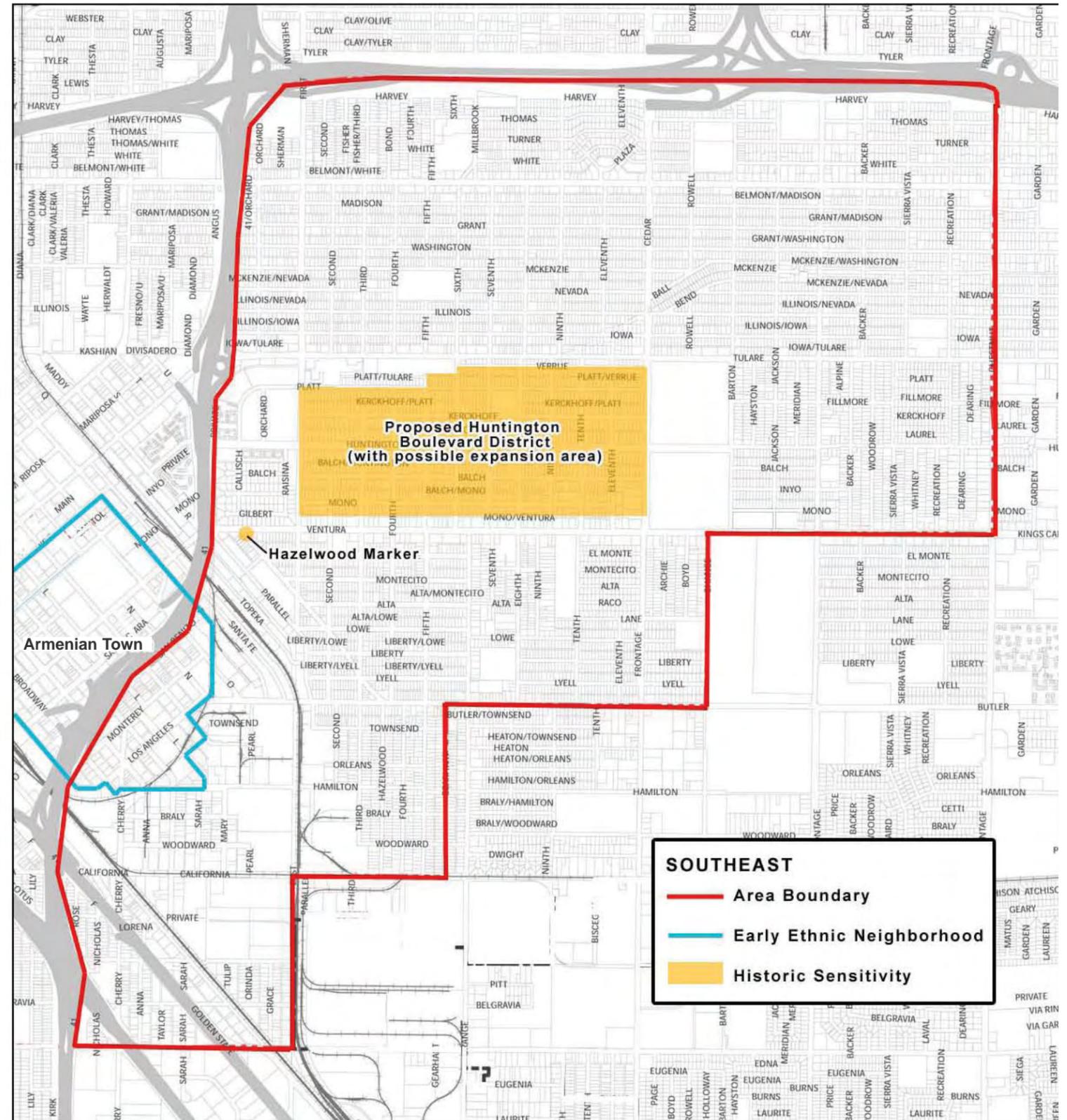


OBSERVATIONS: SOUTHEAST NEIGHBORHOOD

- Area is largely residential with majority of homes from the early- and mid-20th century.
- Classical, Prairie, Craftsman, Tudor, Storybook, Spanish Revival, Minimal Traditional, and Ranch architectural styles represented.
- Huntington Boulevard historic district.
- Historic streetcar lines on McKenzie, First, and Huntington.
- Railroad and Industrial contexts in southwestern portion.

POLICY/ACTIONS: SOUTHEAST NEIGHBORHOOD

- Possible expansion of Huntington District (Alta Vista Tract)
- Develop design guidelines for Huntington District.
- Re-evaluate Roosevelt High School as potential district.



OBSERVATIONS: SOUTHWEST NEIGHBORHOOD

- Area is largely residential with majority of homes from the 1930s to 1960s.
- Ethnic histories (German, Italian, African-American etc.)
- Colonial Revival, Tudor Revival, Spanish Revival, Minimal Traditional, and Ranch architectural styles represented.
- Chandler Field locally designated historic district.
- Kearny Boulevard historic landscape.

POLICY/ACTIONS: SOUTHWEST NEIGHBORHOOD

- Identify remaining resources from early ethnic periods. (Summer kitchens, Shotgun houses)
- Develop African-American context, survey associated historic resources.
- Use traditional development patterns to guide new development and infill.
- Apply the Secretary of the Interior’s Standards for development around the Kearny Boulevard historic landscape.

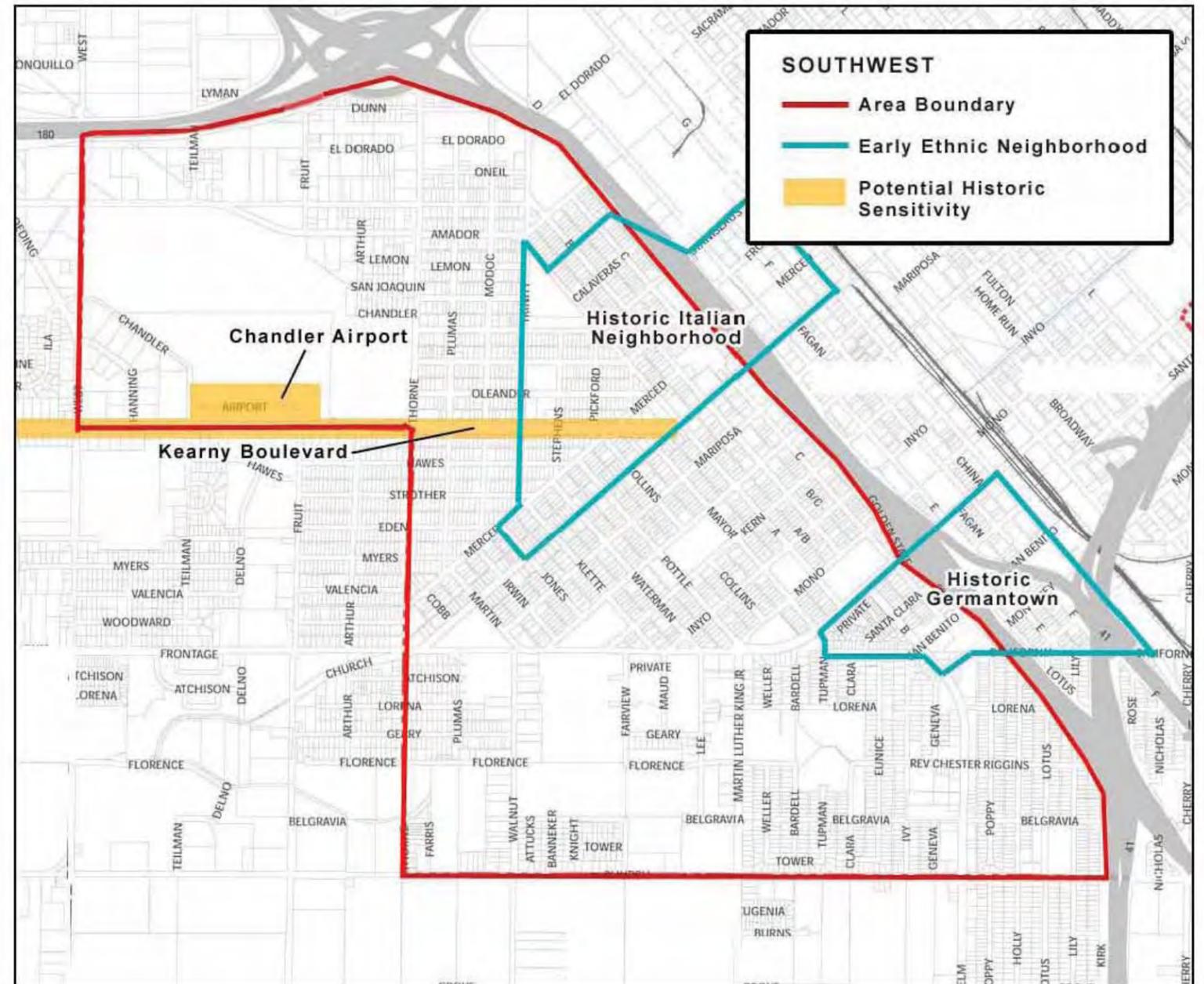


Photo courtesy of Fresno Historical Society Archives

OBSERVATIONS: JANE ADDAMS NEIGHBORHOOD

- Area is largely characterized by open spaces, empty lots, and mid- to late- 20th century commercial development.
- Roeding Park/Fresno Zoo a National Register eligible historic landscape.
- Golden State Blvd. roadside motels.

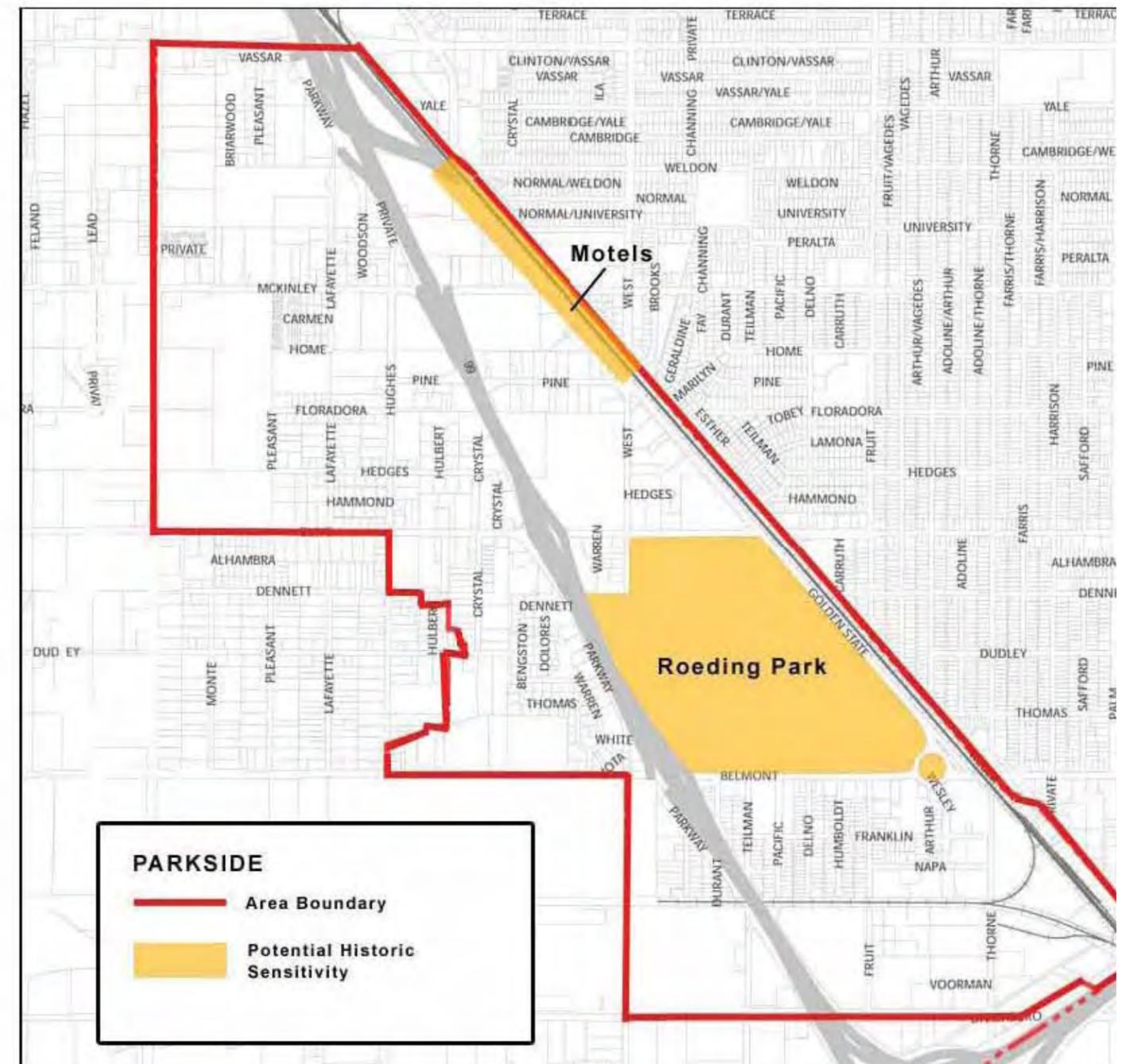


Photo courtesy of Fresno Historical Society Archives



Existing condition



Perspective view of a Multi-Family Transformation A stark, windowless multi-family building is transformed into a street-friendly building through the introduction of street-facing windows, new cladding, and an entry from the sidewalk via a front porch.



Existing condition



Perspective view of a Single-Family Frontage Transformation An existing single family house is transformed through the introductions of a new front yard fence and new cladding materials.



Existing condition of a neighborhood street



Perspective view of a Single-Family Addition The illustration shows an example of a street-friendly house addition with massing, placement of windows, and frontage. Also, the streetscape is improved with landscape and canopy trees.

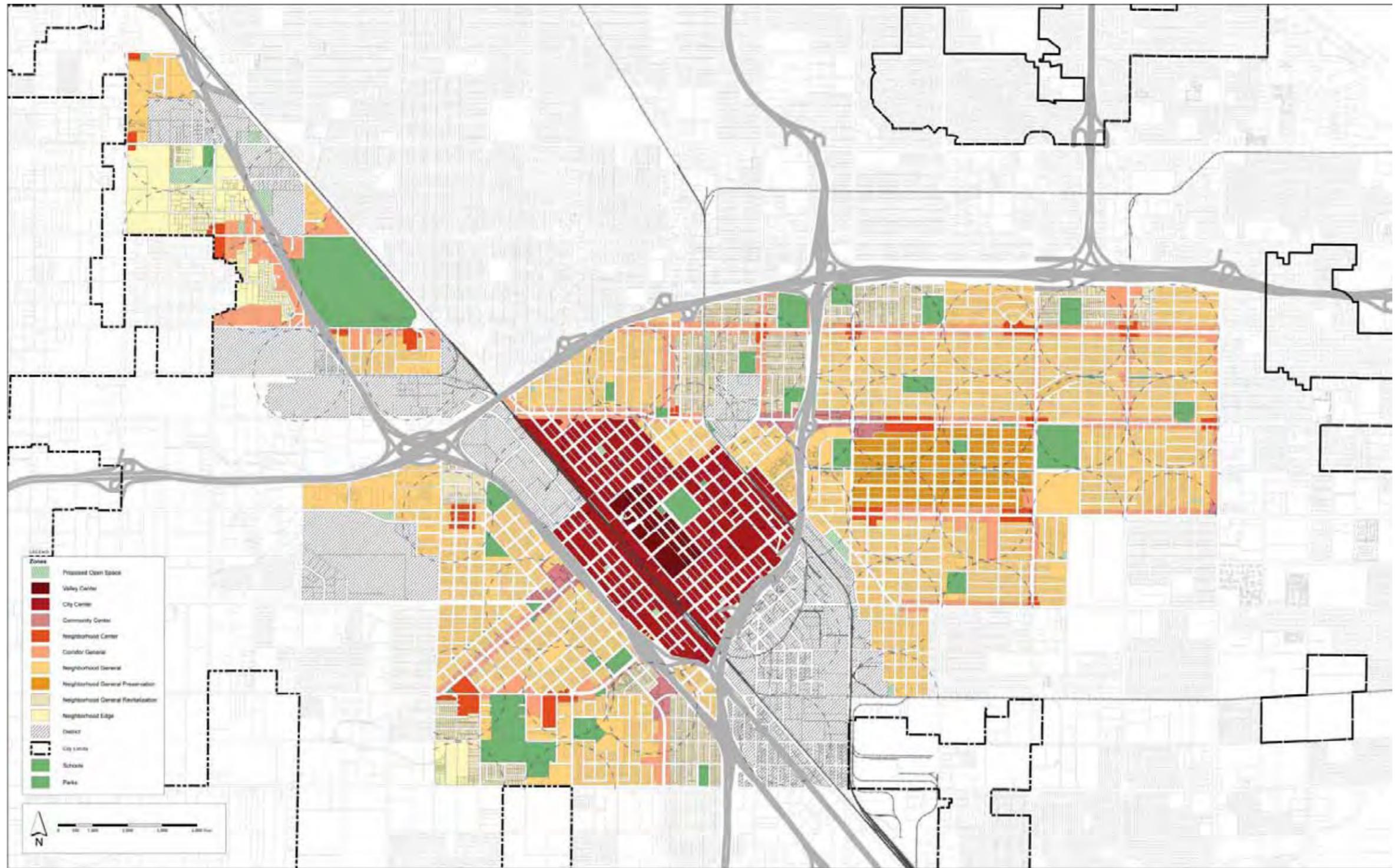


Existing condition of Fulton Street south of Fulton Mall



Perspective view of historic preservation
 This drawing illustrates the restoration of one of the many historic buildings within the Plan area. In addition, the introduction of diagonal parking increases the on-street parking supply, while slowing vehicular traffic. The introductions of street trees provide shade - a welcome addition during Fresno's hot summer months.

Perspective View of South Fulton Street



Regulating Plan This map shows the preliminary development and land use designation for the Community Plan area. It is based upon the extensive existing conditions analysis that was conducted prior to the charrette as well as the policies that were generated throughout the charrette process. The detailed regulations, including building setbacks and heights, parking placement, permitted building and frontage types, signage and landscape standards, and uses will be developed through successive drafts of the Community Plan document.

CITY OF FRESNO, CALIFORNIA
 FULTON CORRIDOR SPECIFIC PLAN AND
 DOWNTOWN NEIGHBORHOODS COMMUNITY PLAN

REGULATING PLAN

Market Demand – if we build it, will they come?

- Significant demand for new housing in Fresno over the next 25 years (over 120,000 units*). Demand for both single and multi-family housing will accelerate as recession winds down.
- Fresno has an expanding economy with opportunity for growth in knowledge based sectors that prefer downtown locations, as well as “creative” professionals that pioneer urban neighborhoods.
- Retail demand from new households and workers can support “boutique” local-serving stores and services.

*Based on FCOG forecasts from 2010 to 2035.

Downtown

Key Principles:

1. Concentrate investment in small areas – 4-6 block maximum with ground floor retail activities to generate foot traffic
2. Reuse existing buildings to extent possible
3. Build off of existing market momentum
4. Capitalize on opportunities presented by local businesses and economic activity

Public Strategic Investments

- Creating value to leverage long term returns for the City in terms of property and sales tax.
- Investing in infrastructure and neighborhood amenities, not major “catalytic projects.”
- Work with financing strategies that build on creative partnerships (public, private, CDFIs, CDCs, etc.)
- Make early investments in “place making” in places that have best long term potential for private market activity.
- Find alternative funding sources for other enhancements like streetscape, pedestrian crossings, infrastructure, etc.
- In places with weak markets, help bring people to opportunity with targeted workforce training programs.

Places to Start in the Downtown

1. **Ballpark Entertainment District - Kern and Fulton**
 - Regional entertainment destination for the Valley
 - Housing in upper stories of existing buildings
 - Restaurants, bars, and regional serving specialty retail
2. **Cultural Arts District – Live/Work/Lifestyle District**
 - Continue to support new residential construction, 2-3 stories, surface parking
 - Encourage adaptive reuse of existing buildings
 - Encourage local technology and creative businesses to relocate into existing historic buildings
 - Residents and workers can support small restaurants, cafes, arts and cultural uses

Neighborhood “Commercial Nodes”

- Build nodes around limited retail with a focus on daily needs—e.g. healthy food – and small scale services (day care, library, health clinic, etc.)
- Where market falls short, look for innovative partnerships to implement these nodes – CDFIs, CDCs/CBOs, County Health Department, Library District, large employers, etc.

Workforce and Economic Development

- Continue to build on asset of local businesses as key economic development strategy
- Strengthen City’s local business preference program
- Partner with institutions to develop “skills academy” for job training and small business assistance
- Link “self-help” rehab of historic properties with skills training

Neighborhood Housing

- Increase homeownership
- Reinvest in existing “historic” houses
- Build mixed income, not just “affordable” housing